The Gold Eagle Co. Ecommerce Standard Operating Procedures (SOP) and Conditions Policy (“Policy”), effective May 1, 2020, applies to all Online Marketplace Sellers (“Seller” or “Sellers”) and to all Gold Eagle Co. brands, including, but not limited to, 104+ Performance®, 303 Products®, AlumAseal®, Diesel Power!®, Gold Eagle®, Golden Touch®, HEET®, Hot Shot’s Secret®, No Leak®, STA-BIL®, and TriNova®.

This Policy addresses the following:

**Digital Content:** Gold Eagle Co. (“Gold Eagle”) retains all rights to all images and material provided to Seller and retains the right to prohibit the use of any and all images and material provided to Seller. Seller may not use any of the images, videos, or content provided by Gold Eagle for any other purpose than to educate the consumer and market Gold Eagle’s brands.

**Right to Modify:** Gold Eagle retains the right to modify this Policy at any time, with electronic notice provided to Seller. Changes to this Policy will not be retroactive. If any modification is unacceptable to the Seller, Seller’s recourse will be termination of Seller’s participation in Gold Eagle’s program. Continued Seller participation will constitute acceptance of the modifications.

**Revocation:** Sellers in noncompliance with the Policy will be in jeopardy of cancelled orders, delayed shipments, or termination from Gold Eagle’s program.

**Product & Content Display Information**

**Repackaging**

* Seller may not modify packaging or repackage products without express written permission from Gold Eagle.

**Product Titles**

* Seller must use titles provided from Gold Eagle’s Content Form.
  + If product is a set or pack, include how many individual items are sold in the set or pack.

**Features and Benefits**

* List at least three (3) attributes from Gold Eagle’s Content Form as bullet points.
* If product dimensions and bottle sizes are listed, they must be accurate.
  + Example: do not use case pack weights to describe product weight.

**Product Descriptions**

* Seller must use Product Descriptions provided from Gold Eagle’s Content Form.
  + Product Descriptions should be appropriate and specific to the product listed.
  + Product Descriptions should be in full and complete sentences.
  + If product is a set or pack, include how many individual items are sold in the set or pack.

**Images**

* Each product listing should have a main product image and it must be up-to-date.
* Gold Eagle recommends a minimum of three (3) additional images that will be provided to the Seller (as available) from Gold Eagle.
* Images must be high resolution and approved by Gold Eagle for use.
  + It is preferred to only use images that are provided to Seller from Gold Eagle’s Brand Folder. A Dropbox link or WeTransfer file will be provided by Gold Eagle.
* If Seller’s approved platform(s) is(are) compatible with 360° imaging, Gold Eagle will supply zip files for all appropriate products.

**Videos**

* Videos must be high resolution and approved by Gold Eagle for use.
  + It is preferred to only use videos that are provided to the Seller from Gold Eagle’s Brand Folder. A Dropbox link or WeTransfer file will be provided by Gold Eagle.
  + Embedding videos from Gold Eagle’s brand YouTube channels are acceptable.

**Pricing**

* All Gold Eagle brand products must strictly adhere to the pricing policy applicable to each brand or product. Please refer to the supplied policies for specifics on how to remain in good standing.
  + The MSRP is found within Gold Eagle’s Content Form.
  + All TriNova products must abide by the Minimum Advertised Price Policy.
  + The following brands must abide by the Electronic Minimum Resale Price Policy.
    - 104+ Performance®
    - 303 Products®
    - AlumAseal®
    - Diesel Power!®
    - Gold Eagle®
    - Golden Touch®
    - HEET®
    - Hot Shot’s Secret®
    - No Leak®
    - STA-BIL®

**Legal Disclosures**

* If the product falls under the Safe Drinking Water and Toxic Enforcement Act of 1986 (California’s OEHHA Proposition 65), appropriate disclosures must be made on the approved platform(s) to comply with this legal mandate, as noted within Gold Eagle’s Content Form.
* All products that fall under the following laws have been appropriately disclosed at [www.thegoldeaglemethod.com](https://thegoldeaglemethod.com/), as noted within Gold Eagle’s Content Form.
  + State of California's SB-258 Cleaning Product Right to Know Act of 2017
  + State of New York’s Household Cleansing Product Information Disclosure Program

**Approved Online Marketplace Platforms**

* Sellers may only sell Gold Eagle products on their own Ecommerce websites.
  + If seller desires to sell on other Ecommerce platforms, the Seller must receive express written permission from Gold Eagle.