

LittleFish

Seller Penalty Policy

Contents

1. About this policy; scope; and application
2. LittleFish remedies or seller breaches
3. Breaches that result in financial penalties
4. The amount of mentioned penalties
5. How we apply and communicate financial penalties to sellers
6. Other Information

About Policy

1.1. Purpose

LittleFish strives to maintain the highest quality and standards within the marketplace, to ensure that buyers can always shop with trust and confidence, and that sellers compete fairly. We have a range of codes, policies and guidelines directed towards maintaining our standards.

In any event where sellers fail to adhere to our codes, policies and guidelines we reserve the right to impose and apply penalties including financial penalties.

1.2. Scope

This policy sets out the following:

- The remedies available for breaching of terms, codes, policies and guidelines during the use of the LittleFish marketplace;
- Breaches that carry a financial penalty
- The various levels of penalties that may be applied
- How we communicate such mentioned penalties

1.3. Application

This policy applies to all sellers using the LittleFish platform

2. LittleFish remedies for seller breaches

LittleFish may, at its discretion, apply financial penalties in the respect of the following categories of breach:

- Quality control failures;
- Sale of counterfeit products; and
- Sale of prohibited or restricted products,

Categorised sections provided in further detail under section 3.

LittleFish's right to apply financial penalties set outlined in this policy is without prejudice to all other rights and remedies available pursuant to the terms and conditions of use of the market place and at law, including:

- Delisting (or de-boosting) products;
- Delisting of products, campaigns, broadcasts or features;
- Suspending access to the marketplace
- Withholding all payments to the seller;
- Deleting the seller account and permanently restricting access to the marketplace;
- Commencing legal action against the seller; and/or
- Reporting the seller to the relevant authorities for criminal prosecution.

3. Financial Penalty Breaches

The below outlines a set of breaches that incur a financial penalty

3.1. Quality Control Failure

LittleFish operates a strict, quality driven marketplace in respect to all products, procedures, communication and fulfilment.

A seller that breaches any control related to quality, is subject to a minimum penalty fee of USD 10, in respect of each breach, this includes reasons listed below additionally to the quality controls.

Control	Definition	Description
Wrong Item	Provided the incorrect item to what was ordered by the buyer	If an item is dropped off or collected, where it is found to not be what the buyer has ordered, this will be linked to wrong item, colour, brand, swap outs and other.
Defective Item	Provided items are not working in line with specifications, are damaged or have broken seals and or stains indicating use or tampering.	If an item is rejected at the drop-off point because it is damaged, tampered with, not per specification, missing parts etc. etc.
Used / Refurbished Item	Provided items that have been previously used	If an item is rejected by the buyer or collector, because it has been used

		i.e. item looks used or has been used or has been refurbished but is not new.
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3.2. Counterfeit Products

LittleFish prohibits the sale of counterfeit products on our marketplace,, and will act swiftly to remove such products from the marketplace.

LittleFish, will impose a penalty fee of USD200 on sellers for each and every counterfeit item that we discover, either on a product listing, during quality control inspections or buyer complaints, each penalty imposed will be per item and per item sold.

Our Anti-Counterfeit policy further details our approach in keeping counterfeit products out of the marketplace, and to dealing with breaches of this policy.

3.3. Prohibited Or Restricted Products

Prohibited products are those that may never be sold on LittleFish due to illegality, whilst restricted products may only be sold if certain criteria is met.

LittleFish reviews all product listings, and works with our logistics partners and customs authorities to ensure that we identify and prevent the sale of prohibited and restricted products.

LittleFish, will impose a USD 1000 penalty on sellers for each product discovered and for each sale of said product.

Our Prohibited and restricted products policy, details our approach to protecting buyers against the sale of unsafe, illegal and otherwise unlicensed products when they shop on our marketplace.

4. Breach Penalties and Tiers

The table below summarises the penalty fees for specified breaches.

Breach	Penalty (USD)
Quality Control Failure	10
Counterfeit goods	200
Prohibited or restricted products	1000

The above penalties will be applied in local currency based on the exchange rate at that time.

LittleFish may review and amend these penalties at will without consent or prior notice.

5. How We Communicate Penalties

LittleFish notifies sellers, via email, marketplace and telephonic conversations to inform them of their breaches.

All penalties will be reflected in the seller's statement and set off against commissions payable to the seller.

6. Further Information

If you would like to know more, please complete the contact us form available on our website and we will get back to you.

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