

## **Community Standards User Interaction and Conduct Policy**

This User Interaction and Conduct Policy describes the standards for behaviour and communication across our platform. Our goal is to ensure a respectful and secure environment for all users, fostering a positive experience. This policy covers essential aspects such as proper communication, prohibitions on threats and offensive language, rules against transactions outside SellOut, and guidelines for community content. Adhering to these rules is vital for maintaining the integrity of our marketplace and the trust you place in us and each other. For detailed guidelines, please refer to the sections below.

### **Data Protection and Privacy**

SellOut is committed to protecting your privacy and complying with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018. We collect data to improve your experience, process transactions, and prevent fraud. This data may include your name, contact information, purchase history, and browsing activity. We use this data to personalise your experience, provide customer support, and send you relevant offers. Your data may be shared with trusted third-party service providers for payment processing, shipping, and marketing purposes. We retain your data for as long as necessary to provide our services and comply with legal obligations. We implement appropriate technical and organisational measures to protect your data from unauthorised access, use, or disclosure. You have the right to access, rectify, erase, restrict processing, and object to the processing of your data. For more information about our data practices and your rights, please see our Privacy Policy.

### **Threats and offensive language**

#### **General Prohibitions:**

- All forms of threats and offensive language are strictly prohibited on SellOut. This applies to all communication channels, including emails, direct messaging, public message boards, and feedback comments.
- Language or actions that are hateful, obscene, offensive, profane, racist, sexually explicit, defamatory, violent, or discriminatory are forbidden. This includes communications in profiles, user IDs, chat rooms, discussion boards, member

communications, feedback, listings, product pages, and all other areas of the platform.

#### **Specific Prohibitions:**

- Discriminatory language or symbols that insult or degrade individuals based on race, religion, ethnicity, sexual identity, national origin, disability, or gender are not allowed.
- The sale or display of slavery-related artifacts, whether original or replicas, is prohibited.
- Merchandise that features offensive stereotypes, such as racist caricatures in cartoons, figurines, and advertisements, is banned.
- Any items or memorabilia associated with the Holocaust or Nazi regime, including reproductions, are strictly forbidden.
- Promoting or endorsing terrorist organisations, or any content suggesting financial support or membership, is not allowed.

#### **Messaging Guidelines:**

- While SellOut encourages open communication through direct messaging systems, these channels must not be used for sending spam, making off-platform sale offers, issuing threats, using profanity, or expressing hate speech.
- Exchanging personal contact details such as email addresses, phone numbers, or web links through SellOut's messaging systems or within any posted content is prohibited.
- SellOut actively monitors messages to prevent fraud, abuse, and policy violations.

#### **Reporting:**

- Users are encouraged to report any threats of bodily harm or harassment to local law enforcement immediately.

#### **Spam:**

- Compliance with our Spam Policy is mandatory across SellOut. This section outlines the responsibilities that all users must observe regarding spam, which, if violated, may lead to

actions including content removal, issuance of warnings, restrictions on activities, or account suspension.

**Defining Spam:**

- Spam is defined as any unsolicited and commercial content that disrupts the buying, selling, or trading environment on SellOut. This typically includes unrequested messages that primarily focus on promoting or soliciting goods or services.

**Prohibited Activities Include:**

- Sending unrequested commercial emails to potential or existing customers.
- Automatically enrolling users into mailing lists without their explicit consent.
- Distributing invitations that are not related to your SellOut activities to join external mailing lists.
- Proposing or conducting sales transactions outside the SellOut platform.
- Employing SellOut's messaging features to distribute unsolicited commercial messages.

**Further Restrictions:**

- All proposals for transactions not occurring directly on SellOut are strictly prohibited.
- Users must refrain from sharing or requesting personal contact details such as email addresses, phone numbers, social media profiles, or web addresses within messages.
- Impersonating SellOut or creating misleading impressions of affiliation with SellOut through email or web content is forbidden. Please report any impersonation attempts to our security team immediately.
- Do not display direct email addresses within listings or store pages. Instead, communication should be facilitated through the “Ask a question” link provided on item descriptions.

**Reporting and Support:**

- Users are encouraged to report spam or any suspicious spam-related activities directly to our support team. If you receive unwarranted spam messages or if you face issues related to spam violations, please contact us. For any concerns regarding warnings or suspensions due to spam policy violations or to contest an error, our support team is ready to assist you through the designated contact channels.

## **Threats and Safety Guidelines**

### **Online Safety Act Compliance**

SellOut is committed to creating a safe online environment for all users, particularly children. We prohibit the sharing of illegal and harmful content as defined by the Online Safety Act 2023. This includes, but is not limited to, content that promotes terrorism, child sexual abuse, and incites violence or hatred. We employ content moderation measures to detect and remove such content. Users can report harmful content through our reporting tools, and we will investigate and take appropriate action. We are committed to transparency in our moderation practices and will provide information on our content moderation policies and practices. We also offer safety tools such as blocking, muting, and age verification to help users manage their online experience.

### **Prohibited Threats:**

- The SellOut platform enforces a strict ban against any threats of physical harm. This policy applies to all communications facilitated by SellOut, including emails, public forums, discussion boards, and community areas.
- Expressions like "If you don't resolve my issue by tomorrow, I will personally ensure you regret it," are strictly prohibited and considered a serious violation of our community standards.

### **Immediate Actions if Threatened:**

- If you encounter any form of threat, it is imperative to report it immediately to local law enforcement authorities. Additionally, if the threat occurs via telephone, you should contact your telephone service provider. For threats made through electronic

communications, reaching out to the Internet service provider (ISP) of the sender is recommended.

**Feedback and Community Interaction:**

- Our goal is to foster a positive and constructive environment where all feedback and interactions contribute to the overall integrity of the marketplace.

**Feedback That May Be Removed:**

- Personal details such as addresses, phone numbers, or real names should not be disclosed in feedback.
- Comments that are unrelated to the specific transaction or that pertain to different transactions.
- Feedback that includes political, religious, or social commentary instead of focusing on the transaction.
- Language that is offensive, vulgar, obscene, or includes racial slurs and threats.
- Contradictory feedback where negative comments directly contradict a positive rating; this is particularly relevant for sellers.
- Any feedback that includes links or promotional content encouraging transactions outside of SellOut.

**Feedback Retention:**

- Feedback containing strong language such as "fraud," "scam," or "cheat," while discouraged, will not be removed unless it includes content that violates our guidelines.
- We do not typically remove feedback that includes links to SellOut-related sites or recognised payment service providers.

**Data Privacy and Transaction Security:**

- Upon the completion of a transaction, it may be necessary to share your contact information with the other party involved. We monitor the use of this information

closely to prevent any form of misuse. Our commitment to protecting your personal data is outlined in our comprehensive Privacy Policy, which provides detailed information on how we manage, store, and protect your data.

### **Ensuring a Safe Trading Environment:**

- SellOut is dedicated to maintaining a trading environment where all participants feel safe and respected. We actively enforce these policies and guidelines to prevent fraud, abuse, and other violations that could undermine the trust and safety of our platform.

### **Prohibition of Off-Platform Transactions**

At SellOut, all transactions must occur within the protective confines of our platform. This policy is designed to ensure the safety, security, and integrity of all trading activities. Engaging in or attempting to engage in buying or selling items or services outside of SellOut contravenes our platform's guidelines.

### **Prohibited Actions:**

- Users are strictly forbidden from exchanging or soliciting personal contact details such as email addresses or phone numbers prior to the completion of a transaction on SellOut.
- Discussing or proposing to conduct transactions outside of the SellOut environment increases the risk of fraud and voids the protection provided by our platform.
- Any activity aimed at facilitating off-platform transactions, including but not limited to, using contact information obtained through SellOut to buy or sell items elsewhere, is prohibited.

### **Specific Prohibitions Include:**

- Listing items on SellOut and then directing potential buyers to additional identical or similar items available for sale on external sites.

- Promoting catalogs or other resources that facilitate ordering goods directly outside of SellOut.
- Using any SellOut-provided communication tools to negotiate or discuss potential transactions that would occur outside of SellOut's structured environment.

#### **Mandatory Conduct for Secure Transactions:**

- All purchases and sales should be concluded using SellOut's secure checkout system to ensure that both parties are comprehensively protected under our terms of service.
- Users must confirm transactions within their purchase or sales history on SellOut to maintain transparency and ensure traceability.
- Price negotiations or discussions about the terms of a sale must occur solely through SellOut's provided communication channels to ensure adherence to our user agreement.

#### **Compliance and Enforcement:**

- Compliance with this policy, alongside our other policies and applicable laws, is mandatory. SellOut respects the rights of all third parties involved.
- Failure to adhere to these guidelines may lead SellOut to initiate actions including, but not limited to, listing removal, issuance of warnings, restriction of activities, or account suspension, to safeguard the integrity of the platform and its users.

#### **Reporting Non-Compliance:**

- Should any user receive a proposal to transact outside of SellOut, we urge immediate reporting of the incident to our monitoring team at [report@sellout.com](mailto:report@sellout.com). This assists in maintaining a secure trading environment and facilitates the necessary actions against such policy violations.
- This stringent enforcement of rules ensures that SellOut remains a secure, reliable marketplace for all users, mitigating risks and promoting a trustworthy trading environment.

#### **Consumer Rights and Advertising Standards**

As a platform operating in the UK, SellOut ensures that all users comply with the Consumer Rights Act 2015. Sellers must provide accurate product descriptions, and buyers have the right to cancel orders within 14 days of receipt and are protected against faulty goods. Pricing must be transparent and inclusive of all applicable taxes and charges. Furthermore, all advertising on SellOut must be honest and truthful, in accordance with the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code). Claims must be substantiated, and advertisements must be clearly distinguishable from editorial content.

## **Community Content Guidelines**

### **Engagement and Expression on SellOut:**

- SellOut provides a vibrant platform where users can freely generate and share content, ranging from comprehensive reviews to bespoke product descriptions. This array of content allows users to disseminate factual data, express personal opinions, and provide expert advice, significantly enriching the interactive experience on our platform.

### **Responsibility and Integrity of User-Generated Content:**

- The content created or modified by our users solely reflects their personal views and remains under their responsibility. All such content, alongside the behaviors associated with its creation and dissemination, must strictly adhere to this policy and other relevant SellOut policies to ensure a respectful and lawful community environment. Users are responsible for ensuring that any information they provide on the platform (including information related to their business or products) is accurate and complies with all applicable laws.

### **Prohibited Content and Behaviours:**

Outlined below are specific types of content and behaviours that are strictly prohibited on SellOut. This guideline serves as a reference for users but is not exhaustive:

- Advertising or endorsing products or services not available on SellOut properties.

- Incorrectly categorising content or products which can mislead other users.
- Posting personal attacks, derogatory or offensive comments about other users.
- Utilising copyrighted or trademarked materials without proper authorisation.
- Copying or using another user's images or text without their explicit consent.
- Unauthorised use of intellectual property. Members are urged to familiarise themselves with how SellOut supports the protection of intellectual property rights.
- Creation or promotion of counterfeit items or those not manufactured by the claimed manufacturer.
- Embedding any form of advertising such as links, logos, or company names within user-generated content.
- Publishing duplicate content or products in the same context which can deceive or confuse.
- Encouraging or facilitating illegal activities or violations of SellOut policies.
- Misplacing content in forums not designated for such discussions.
- Submitting reviews unrelated to the actual product or transaction in question.
- Assisting or encouraging the infringement of copyrights, trademarks, or other proprietary rights.
- Promoting giveaways, sweepstakes, or any forms of contests without proper authorisation.
- Using prohibited HTML and JavaScript functionalities as specified in our detailed JavaScript policy.
- Employing misleading keywords or links that manipulate search outcomes or misdirect members.
- Posting content that is adult in nature or otherwise inappropriate for minors.
- Creating links from SellOut-hosted content to external websites that facilitate off-platform transactions.
- Linking to prohibited items, services, or content not allowed on SellOut.
- Falsely representing oneself as a SellOut employee or misrepresenting another user's identity.
- Advocating or glorifying hatred, violence, racial or religious intolerance, or supporting groups with such ideologies.
- Using coarse or offensive language in public community areas.
- Publicly posting personal contact details of any individual.

- Abusing the content violation reporting system to maliciously report non-violating content.
- Manipulating community content ratings, reviews, or feedback to gain an unfair advantage.

### **Community Engagement and Content Moderation:**

- To engage in commenting, users are required to be registered and active on SellOut. Your username and potentially your profile picture may be displayed to identify you as the author of the content to other users.
- SellOut reserves the right to adjust, moderate, or remove any content posted within community areas at our discretion. References made to any individual, third-party product, service, or trademark within community content do not imply any form of endorsement by SellOut, nor suggest any affiliation with the individual or third-party.
- While we strive to moderate and oversee comments, SellOut assumes no responsibility or liability for any content posted by you or any third party. These guidelines are designed to cultivate a respectful, legally compliant, and safe community environment on SellOut, ensuring a trustworthy and enjoyable experience for all users.

### **Equality, Accessibility, and Inclusion**

SellOut is committed to promoting equality, accessibility, and inclusion for all users, in accordance with the Equality Act 2010. We prohibit discriminatory behaviour and language based on protected characteristics, including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. We strive to make our platform accessible to users with disabilities and will take reasonable steps to accommodate their needs.

Where applicable, SellOut uses age-appropriate tools and designs in line with the ICO's Age Appropriate Design Code.

If you believe an enforcement action was taken in error, you may appeal by contacting our support team at [support@sellout.com](mailto:support@sellout.com). Appeals will be reviewed in accordance with SellOut's moderation fairness guidelines.

Users will be informed of the reason for content removals or account actions where feasible, in line with platform transparency principles.

This Conduct Policy is subject to and works in conjunction with our Privacy Policy and Terms & Conditions.