



## **Minimum Advertised Price Policy (MAPP)**

In order to protect Design Ideas' designs, preserve the opportunity for competitive margins and avoid channel conflict between our Retail Partners, Design Ideas (DI) has adopted a MAP (Minimum Advertised Price) Policy for all web advertised pricing of Design Ideas, and Qualy products.

Design Ideas, at their sole discretion, reserves the right to take any of the below-specified actions, should any Retail Partner advertise DI Products at less than MAP (list of items and minimum advertised pricing can be accessed at [www.designideas.net/policies](http://www.designideas.net/policies)). DI will not discuss any conditions of acceptance related to the MAPP guidelines, as they are non-negotiable and will not be altered for any Retail Partner.

This policy is applicable to all online advertised prices made by Retail Partners advertising DI Products. An online advertised price includes the price for a product shown on a web browser search; a Retail Partner's home page; content on a webpage within the Retail Partner's site or domain, or if the Retail Partner is conducting e-commerce through a third party or subsidiary site or domain, content on a third party or subsidiary site or domain; or any other electronic media source including Apps, social media forums and internet actions.

Value-added promotions on DI Products can be advertised without violating MAPP as long as the DI Product is advertised at or above MAPP guidelines. Retail Partners may not use shipping and handling incentives to circumvent MAPP. Product promotions with a price below MAPP guidelines will not violate this policy if they are advertised in conjunction with DI approved promotional activities.

In the event a Retail Partner chooses not to follow MAPP, DI will give notice to the Retail Partner asking them to correct the violation. Failure to correct the violation can result in temporary or indefinite suspension of the Retail Partner's account with DI.

Design Ideas reserves the right at any time to modify, suspend, or discontinue the MAPP in whole or in part. Subject to the gravity and nature of the infraction, DI, at its discretion, may accelerate the sanction level. All matters of interpretation and application of the terms of the MAPP shall remain within the sole discretion of Design Ideas.