

## **SUPPLIERS CODE OF CONDUCT**

FreshSpoke strives to provide a great experience everyone. We expect our employees, affiliates, buyers, suppliers and drivers enabling or conducting business using FreshSpoke's platform to conduct themselves with respect and integrity. If there's a breach of this code of conduct, FreshSpoke reserves the right to suspend any account or terminate services.

### **Guiding Principles of Supplier Conduct:**

Always operate within all applicable laws and regulations and abide by all FreshSpoke's terms of service.

- Always maintain current account information.
- Always maintain privacy and confidentiality related to:
  - Buyers' personal and business information.
  - FreshSpoke's intellectual property and trade practices.
- Your password for platform access, is not to be given to others for any purpose.
- Always act in a manner that ensures a trustworthy and predictable experience for FreshSpoke buyers. Always act with integrity and fairness.
- Unfair behavior includes, but is not limited to the following:
  - Manipulation or "gaming" of any part of the buying or selling experience.
  - Manipulating customer reviews directly or indirectly by contributing false, misleading or inauthentic content.
  - Manipulate FreshSpoke's search results or those published in FreshSpoke that appear in third-party search results in order to alter sales rankings.
- Actions that intentionally damage another supplier, their product listings or their ratings.
- Respect others' time by following provided guidelines and being prepared, organized and willingly accept reasonable consequences when you are not.
- Never make unverified claims or misrepresent yourself or your products.
- Never list products or make claims that may cause harm to your buyers and/or their patrons.
- Never engage in any misleading, inappropriate or offensive behavior. This applies to all activities, including but not limited to:
  - Your account information
  - Your product listings, including content, images and third-party marks/seals.
  - Communication between you, buyers, FreshSpoke affiliate drivers and other affiliates.