

Rules on Resolving Image Piracy Complaints

Version: October 10, 2019

Zelwin.com has been committed to acting in good faith and actively maintaining a good market order on the platform. In order to curb image piracy and enhance user experience, these Rules are hereby formulated in accordance with the Rules of Zelwin.com.

1. Definition of Image Piracy

Image piracy means any act of any user of using any image without the consent from the image owner and publishing such image on ZELWIN.com.

The principle for handling any complaint is that the complaining party should be the information owner and no complaint from a third party will be accepted.

2. Rules of Penalty on Image Piracy:

If any complaint is justified: in respect of the party who posted the image, the following measures are applied: the first violation is punished by a warning, the second violation entails a ban of the party.

3. Supplementary Provisions

1. ZELWIN shall have the right to promptly amend these Rules based on the amendments to laws and regulations, changes in business environment or other reasons and to announce the same. The amended Rules will come into force as of the date specified in the announcement.

2. These Rules are an integral part of the Rules of ZELWIN.com. In case of any inconsistency between these Rules and the Rules of ZELWIN.com, these Rules shall prevail. For any matters not covered herein, the Rules of ZELWIN.com shall apply.

3. If there is any inconsistency, discrepancy or conflict between the Chinese version and other language versions of these Rules, the English version shall prevail.

Rules for Handling Unauthorized Use of A Third Party's Information

ZELWIN.com has been committed to acting in good faith and actively maintaining a good market order of the platform. In order to curb unauthorized use of others' information and enhance user experience, these Rules are hereby formulated in accordance with the Rules for Transactions on ZELWIN.com.

Article 1. Definition of Unauthorized Use of A Third Party's Information

Users of ZELWIN.com ("ZELWIN.com") shall not use the services provided on the website to engage in any acts using a third party's information without the authorization of information owner, which include but are not limited to:

1. Unauthorized use of a third party's name
2. Unauthorized use of a third party's contact information
3. Unauthorized use of a third party's certificate
4. Unauthorized publishing of a third party's office photo
5. Others

The principle for handling complaint is that the complainant should be the information owner and no complaint from a third party will be accepted.

Article 2. Rules for punishment of Unauthorized Use of a third party's information

	Response to Complaint	Punishment
Unauthorized Use of A Third Party's Information	The first complaint is verified and the complaineer deletes the improper information during the response period	Serious warning and deleting the improper information that includes a third party's information
	The first complaint is verified and the complaineer fails to respond within the required response period	Serious warning and deleting the improper information that includes a third party's information
	The second or subsequent complaint is verified	Ban

Notes: 1. The response period is five working days. If there is no response within such period, it shall be deemed as the complaint has been verified.

2. There is a protection period of 5 calendar days for the complaints about unauthorized use of a third party's information, i.e., if several complaints are verified in 7 calendar days, the points will be deducted only once. Such protection period is subject to the date on which the complaint is settled.

3. Where any company uses a third party's information without authorization, causing material adverse effects, and refuses to cooperate, ZELWIN reserves the right to delete the information from the complaineer's account.

Article 3. Miscellaneous

1. ZELWIN shall have the right to promptly amend these Rules based on the amendments to laws and regulations, changes in business environment or other reasons and to announce the same. The amended version of these Rules will come into force as of the date specified in the announcement.

Rules for Filling of Product Information on Zelwin.com

Revised on October 10, 2019

1. General Rules

These Rules are formulated in accordance with Zelwin.com International Platform's General Provisions for the purposes of regulating the filling of product information by Users on Zelwin.com, maintaining the market order on the platform, and enhancing user experience.

2. Product Names, Attributes and Keywords

a) Product names must be consistent with the other product-related information, including product photos, product descriptions, etc. They must be as accurate, complete and concise as possible. Any Users may use product names, generic names and etc.

b) Product attributes must be consistent with the actual condition of the product, and accurately showing the ingredients, materials, sizes, brands, models, places of origin, etc.

c) Users may set 1-3 keywords that match the products to facilitate buyers' searches.

3. Product Description

Any brief and detailed descriptions of a product shall be based on the actual condition of the product. Such descriptions can introduce functions, characteristics, specific instructions for use, packaging information and accessories of the product in details, and display pictures of products, product details and packaging as well as the design sketches, etc..

4. Product Groups

All Users must categorise products according to their types, attributes, materials, functions, etc., and set up product groups to facilitate buyers to browse, select and pinpoint the products they want to purchase. Without the authorization of the trademark owner, any third party trademark shall not be used as the name of the product group.

5. Product Images

Product images must be consistent with the text information and must accurately reflect the actual situation of the product. Unless otherwise specified, images must be clear, complete, without smear or cover. More detailed instructions are as below:

- a) There must not be any trace of smearing on the product or product packaging.
- b) The product or product packaging cannot be completely or partially covered by items unrelated to the product, unless otherwise specified in these rules.
- c) Image specifications: the size of the image must not exceed 5MB; the image ratio must be between 1:1 and 1:1.3 and the resolution must be greater than 800px * 800px. Images that do not meet the specifications will not be uploaded to the product release interface.

6. Special Products

Product images must be consistent with the text information and must accurately reflect the actual condition of the product. Unless otherwise specified, images must be clear, complete, without smear or cover. Detailed instructions are as below:

- a) There must not be any trace of smearing on the product or product packaging.
- b) The product or product packaging cannot be completely or partially covered by items unrelated to the product, unless otherwise specified in these rules.

7. Payment and Shipping

Payment and shipping options must be consistent with the actual service capability of suppliers. The suppliers must accurately fill in the minimum order quantity, port, packaging, shipment time, payment method, unit of measurement, total supply quantity, unit price, etc.

Rules for Enforcement Actions against Non-compliance Relating to Inappropriate Product Postings

Version: October 2, 2019

ZELWIN.com has been committed to acting in good faith and actively maintaining a good market order of the platform. In order to stop inappropriate product postings and enhance user experience, these Rules are hereby formulated in accordance with the Rules for Transactions on ZELWIN.com.

Article 1. Definition

Non-compliance in connection with inappropriate product postings (hereinafter referred to as "Inappropriate Product Postings") shall refer to non-compliance by seller in posting product information on ZELWIN.com, including but not limited to inappropriate product title description, miscategorized product, duplicate product postings, false product pricing and false minimum order quantity (MOQ) of product, etc.

Article 2. Types of Non-compliance

1. Inappropriate product title description

Inappropriate product title description includes without limitation: no clear product name in title description; containing contact information in title description; excessive product names in title description; excessive product descriptions in title (including without limitation to excessive product names, brands, model numbers and descriptive words); inconsistency between product name in title description and product pictures; inconsistency of seller's intention stated in product title description and that stated in detailed product description, etc.

2. Miscategorized product

Miscategorized product refers to product postings that are placed in inappropriate categories.

In selecting product category, seller shall select a category that closest matches and is most appropriate for your product, and shall not select the category "others" as long as there is any other suitable category. The category recommended by the system shall be for reference only. Seller shall carefully select the related and suitable category according to the attributes that describe your product.

For prohibited and controlled categories, seller shall select the designated categories in product postings, failing which, such seller shall be deemed to circumvent rules governing the prohibited and restricted categories and ZELWIN.com shall have the right to impose enforcement actions in accordance with Enforcement Actions for Displaying Prohibited and Controlled Items.

Examples of prohibited and controlled categories:

- (1) In case of posting information on over-the-counter (OTC) drug, the category "health & medical > medicine" shall be chosen;
- (2) In case of posting information on fireworks and firecrackers, the category "Gifts & Crafts > Festive & Party Supplies > Fireworks & Firecrackers" shall be chosen;
- (3) In case of posting information on police supplies, the category "Security & Protection > police & military supplies" shall be chosen;
- (4) In case of posting information on bow and arrow, the category "Sports & Entertainment > Outdoor Sports > Hunting > Bow & Arrow" shall be chosen;
- (5) In case of posting information on audio and video product, the category "Consumer Electronics > electronic publications" shall be chosen.

3. Duplicate product postings

Duplicate product postings refers to the product information posted by seller being identical or similar, or major product attributes or descriptions (including but not limited to brand, specification, model, material, picture, etc.) being identical or similar.

4. False product pricing and false MOQ of product

Such non-compliance includes without limitation: the product price range posted is significantly different from the market price of similar product in the same industry; the product price posted is low but the shipping cost is significantly higher than average; the shipping cost actually charged is higher than that posted by seller; providing false MOQ of product, etc.

Article 3. Enforcement Actions

Where seller has committed, or ZELWIN.com reasonably believes that seller has committed, the aforementioned non-compliance relating to Inappropriate Product Postings, ZELWIN.com will take the enforcement actions as follows:

[Against product]

The product that is involved in Inappropriate Product Postings (except for duplicate product postings) will be blocked in search results. ZELWIN.com reserves the rights including but not limited to take down or delete such product postings.

For product that is involved in duplicate product postings, such product information will be displayed only once in search results, namely, the product with the highest buyer preference and the best record effect will be displayed when buyer searches similar product with particular keyword. Other duplicate product information will not be displayed in search results.

[Against account]

If any non-compliance relating to Inappropriate Product Postings is found by the platform, the ranking of the entire store shall be lowered in search results for seven (7) days.

In addition, for non-compliance in product title description, false product pricing and false MOQ of product, 0 penalty point will be deducted for the first three violations in a given year and two (2) penalty points will be deducted for each of the fourth and the subsequent violations (including violations detected and confirmed by the system).

Note:

1. ZELWIN.com reserves the right to promptly amend these Rules in accordance with any changes to laws and regulations, changes in business environment and other factors and to announce the same. The amended Rules will come into force as of the date specified in the announcement.

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