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Pricing Claims & Listing Representation Policy

Woolworths MarketPlus enforces strict guidelines regarding how pricing and promotional offers are displayed. All pricing must be transparent, accurate, and appear in dedicated sections. **Sellers are prohibited from manually adding pricing claims to listing content.**

This policy applies to all **Product Titles**, **Product Images**, and **Product Descriptions** across all categories.

Product Titles

Product titles must be factual and descriptive and in accordance with content guidelines.

Prohibited Terms such as:

- "Clearance", "Sale", "Hot Deal", "Blowout" "Markdown"
- "Cheap", "Best Price", "Lowest Price"
- "RRP", "Was \$100", "Now \$50", "20% Off"
- "Free Shipping", "Fast Dispatch"
- "Black Friday" "Christmas Sales" "Easter Sales" "Valentines Day Sales"

Product Images

Images must meet **WMP content guidelines**.

Prohibited terms such as:

- **Text Overlays:** "Sale", "Special Offer", "New Arrival", "Clearance", "Must Clear Now"
- **Price Tags:** Visuals of price stickers or text like "\$19.99".
- **Marketing Badges:** "Best Seller", "Top Rated", watermarks, or logos covering the product.

Product Descriptions

Descriptions should focus on the features, benefits, and specifications of the item. Do not include pricing or time-sensitive claims into the product description.

Prohibited representation such as :

- **Specific Prices:** e.g., *"Buy this now for only \$49."*
- **Urgency Claims:** e.g., *"Sale ends this Friday"* (unless part of a promotional campaign).

Compliance & Enforcement

- **Audit:** Woolworths MarketPlus team reviews listings for non compliance.
- **Correction Period:** Sellers notified of a breach must correct the listings within **7 days**.
- **Removal:** Listings that remain non-compliant after the notice period will be removed until rectified.

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