Woolworths MarketPlus Fair Pricing Policy

Fair pricing practices are good for customers, good for sellers and good for our platform. Woolworths MarketPlus aims to create better experiences for our customers every day by offering a wide range of high-quality products at great value. Sellers play a crucial role in this mission by setting fair, competitive prices that build trust and encourage customer loyalty.

As a seller, you are responsible for determining your product prices. We encourage competitive pricing, as it benefits customers, improves your sales performance, and strengthens trust in our platform.

Fair Pricing Standards: To maintain a transparent and trustworthy marketplace, sellers must adhere to the following guidelines:

1. **Honest Discounts:** Promotional pricing or discounts must reflect genuine savings. Do not artificially inflate prices to exaggerate discounts, or offer promotion prices which are not genuine, time limited discounts. Our platforms set minimum requirements that sellers must meet before discounts can be displayed, but sellers must always ensure their promotions comply with the Australian Consumer Law.
2. **Use accurate comparison prices:** In some circumstances, we allow sellers to show a recommended retail price (RRP) as a comparison price. RRPs must be genuine so customers can accurately assess the value of your products. If you cannot provide genuine RRPs, we will not allow you to display them. For more information on what constitutes a genuine RRP, see our **Price Comparison Policy**.
3. **Reasonable shipping fees:** Sellers should charge reasonable shipping fees that reflect their actual shipping expenses. Excessive fees that mislead customers about the true cost of a product are not allowed.
4. **Don't hide shipping fees:** If your products are 'Free Shipping', you should not increase the price of your product to cover the cost of shipping - it should be genuinely free.
5. **Avoid price gouging:** Avoid raising prices excessively, especially during times of high demand or shortages, as this undermines customer trust. Examples of price gouging include charging prices that are excessive compared to the price for the same product from other sellers on Woolworths MarketPlus or from other stores or platforms.

All pricing information, including promotions, discounts and comparison prices must comply with Australian Consumer Law. Sellers are responsible for keeping their product details and pricing up to date and ensuring that any pricing or promotion information provided is accurate and current. For more guidance, refer to the ACCC Guide for Advertising and Selling.

⚠ **Consequences of Policy Breach** If we detect or consider that your pricing practices, including RRPs, are inaccurate, misleading, or harmful to customers, we may remove any price or discount labels, suspend your product listings, or remove your product or store from our platform entirely.

Need Assistance? For further assistance with pricing or compliance, please contact our support team at our support team here.

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