



GOPRO AUTHORIZED RESELLER PROGRAM POLICY

To qualify and remain a GoPro Authorized Reseller, your business must adhere to this GoPro Authorized Reseller Policy at all times.

1. Maintain Current Business Information & Disclose All Locations That Carry GoPro

Maintain accurate and up-to-date company information and disclose all retail locations that carry GoPro throughout the term of your reseller relationship with GoPro.

Qualifying retail locations can only be one of the following: your physical brick & mortar store(s), your commerce-enabled website(s), or temporary storefronts (events, tradeshow, pop up stores, etc.).

2. Sell on Approved Retail Website(s) Only

Must only take orders via publicly accessible ecommerce enabled web pages hosted on approved websites owned and operated by your company.

Selling on 3rd party sites (eBay, Amazon, Alibaba, etc.), drop-ship accounts (Buy.com, Newegg.com, Overstock.com, etc.), classified sites (Craigslist.com, Facebook Marketplace, etc.) or direct messages on forums is strictly prohibited.

3. Report Sell-Thru

Provide sell-thru information by SKU and approved retail location upon request. GoPro reserves the right to perform an audit of financial statements pertaining to GoPro sales or the business operations (conduct) to ensure compliance with this policy.

4. GoPro's Trademark & Brand Policy

Must agree to comply with GoPro's Trademark & Brand Policy and represent yourself as a GoPro Authorized Reseller in all online advertising & sales collateral.

Setting up businesses, registering domain names, or social media usernames that contain any of GoPro's trademarks is strictly prohibited. To ensure compliance with GoPro's Authorized Reseller Policy, you must only use approved marketing materials for all GoPro products.

You can read the entirety of GoPro's Trademark & Brand Policy [here](#):



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<http://gopro.com/authorized-reseller-program/us/trademark-policy/>

5. GoPro's Minimum Advertised Price Policy

Ensure you understand and abide by GoPro's MAP Policy. You can read the Policy in its entirety here:

<http://gopro.com/authorized-reseller-program/us/minimum-advertised-price-policy/>

6. Sell to Customer Within An Assigned Geographic Territory Only

Must be able to restrict customer order shipments to shipping addresses located within your assigned country or designated territory. This includes selling or shipping GoPro products to end consumers online if your territory does not include the online channel.

7. Sell to Retail Consumers Only

You may not sell in bulk to B2B accounts, wholesalers, or freight forwarders/drop-shippers for other retailers. Sell to your end consumers only.

8. Only Purchase GoPro Products Directly From Assigned & Authorized Distributor

Do not buy GoPro products from other retailers, or from other sources not explicitly endorsed by GoPro.

9. Only Sell GoPro Products in Original Packaging

Do not alter original GoPro packaging in any way prior to reselling GoPro products. Removing GoPro products from packaging and reselling GoPro products in different packaging or under a different name is strictly prohibited.

10. Ecommerce Business Separately from Offline Retail

You must have the ability to plan inventory for your ecommerce business separately from inventory planned for your physical store's business & provide accurate sell-thru numbers for each.

11. Use Known 3rd Party Shopping Carts

You must use a known 3rd party shopping cart system on all commerce-enabled websites owned and operated by your company.



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12. Ensure PCI Compliance

Must ensure PCI compliance for all approved commerce-enabled websites owned & operated by your company.

13. Maintain Updated Privacy Policy

Must publish and maintain a publicly accessible privacy policy.

14. Use GoPro Supplied Core Product Data in Feeds

Must be able to use standard set of GoPro supplied data in product data feeds that you distribute to 3rd party advertising venues unless prior written permission is obtained by GoPro in advance.

15. No Bundling GoPro Products Without Obtaining Permission

Must not re-SKU or bundle GoPro products in your online assortments & data feeds without receiving prior written permission from GoPro.

16. Obey the Law, Abide by Policy Rules & Serve Customer Needs

Must comply with all applicable laws, rules, regulations & policies related to advertising, sale, & marketing of GoPro products. Must provide a level of sales support & customer support for our customers that, at a minimum, demonstrate industry best practices.

Failure to comply with all of the terms in GoPro's Authorized Reseller Policy will result in suspension or termination of your account.