

Annex 6:

PLATFORM RULES

I. TRENDYOL QUALITY STANDARDS

Trendyol is committed to maintaining a fair and transparent marketplace that complies with EU regulations.

Below, the quality standards governing the products to be listed for sale on our platform, the operational processes to be carried out in the event that these products are purchased by customers, and the communication to be established with the customer in all these processes are explained.

In addition to our quality standards that directly impact the customer experience, our ethical business values and code of conduct, which we embrace to protect the legal rights of all our stakeholders and to sustain a competitive economic environment, are a natural and integral part of our quality standards.

DEFINITIONS:

- **Intellectual Property (IP):** Shall mean legally recognized rights that protect creations, including trademarks, patents, copyrights, trade secrets, and other proprietary knowledge.
- **Buy Box:** A universal product display model grouping all sellers offering the same product under one content listing, ranked based on predefined criteria.
- **Omnibus Directive:** An EU regulation ensuring price transparency and fair discount practices.
- **Digital Services Act (DSA):** An EU regulation aimed at ensuring online platform accountability, safety, and transparency.
- **General Product Safety Regulation (GPSR):** An EU regulation governing the safety of consumer products.
- **P2B (Platform-to-Business Regulation):** An EU regulation ensuring fairness and transparency in the relationships between online platforms and their business users.

A. PRODUCT QUALITY STANDARDS

The minimum quality standard that a product to be offered to Trendyol customers must meet is given in the table below. A product must fully meet the standards listed under each quality element, to the extent appropriate to its nature.

Defect-free Product	The product must have all the features presented in its images and description, including user instructions and warnings in the specific EU local language where the product will be sold.
	The product must meet the material and design criteria to fulfill its intended use.
	The product must be undamaged, stored in compliance with all sanitary requirements and in a condition suitable for its intended use.

	The product must be unused and, if it is sold in packaging, the packaging must be unopened/undamaged.
	The product must fully comply with all applicable EU and local laws, including but not limited to the GPSR, the EU Cosmetic Regulation, and other sector-specific regulations. Sellers must ensure all required safety markings (e.g., CE marking) and documentation are included with the product, if applicable to the product category.
	It is forbidden to sell any kind of counterfeit products, in particular, but not limited to, those bearing the name, sign or trademark of a registered trademark on the label, product description or packaging in order to mislead the customer and give the impression that they belong to this trademark.
	The product must contain all required elements indicating industrial and intellectual property rights such as all designs, trademarks, patents, if required. Indefinite publications such as books, music and DVDs must be offered for sale with their original banderoles.
	All sellers who wish to sell in the book category must present the certificate issued by the relevant authority in their name, otherwise sales in this category are not allowed.
	If required, the product must have undergone the necessary testing and certification procedures prior to placing on the market and must bear certain marks (CE Mark, Food-Contact Material Symbols, Safety Pictograms etc.) and/or other mandatory marks/bandroles issued by the competent authorities for products that have passed conformity tests.
	Electronic products and other products for which a warranty certificate is legally required must be delivered to the customer with their original boxes and valid warranty certificates.
	Products with expiry dates must be delivered to the customer within a period commensurate with their consumption period until their expiry date.
	The product must contain all parts necessary for its use or assembly.
	The product must be sent with an invoice and the information on the invoice must be correct, in accordance with the product and the customer's request.

Product Complies with Listing Rules	Product content must include clear and accurate information where the customer can view the details of product use and content. Listings should include essential details on product usage, contents, and any relevant warnings or precautions. Product content and visual adequacy standards must comply with the required attributes and descriptions given for each product classification, ensuring consistency and regulatory compliance. Product descriptions must avoid any misleading claims or omissions that could affect customer expectations or safety.
	Images or descriptions that include symbols or phrases that are racist, exclusionary, harmful, sexually explicit, or that violate any applicable regulations are strictly prohibited. Images that are prohibited for online sale or fail to meet Trendyol's policies are also not allowed.
	The uploaded product images/product content must describe the product accurately and only highlight the product.
	On the product name/description page, only the own brand of the product put up for sale in the image should be written; different brands should not be written.
	Images/descriptions that contain the name or address of a different e-commerce site/shopping channel should not be included on the product page.
	Product images must be selected from royalty-free images taken or commissioned by the seller or publicly available.
	For electronic products and other products for which a warranty certificate is required by law, the warranty conditions of the product and installation service information must be included in the product content descriptions.
	For all product categories, mandatory attributes are required to be fully completed by the Seller. Trendyol may request additional information or documents to verify compliance with quality and safety standards under applicable EU legislations.
	Trendyol may conclude a due diligence procedure to confirm that all products that are offered in the platform are compliant with GPSR and other applicable safety standards. Sellers are required to cooperate with Trendyol by providing requested information, documentation and any other materials necessary to ensure all products meet legal and safety standards.
	The final selling prices of the product must be accurate, current and consistent with the genuine value of the product, and in line with the Omnibus Directive.

	Discounts must comply with the Omnibus Directive by accurately reflecting the product's genuine value, and avoid misleading customers.
Non-Compliance	To uphold product quality and regulatory compliance, Trendyol may conduct due diligence and request supporting documentation from sellers, such as invoices, certificates, and test results. If a product fails to meet the outlined standards, it may be temporarily suspended from the platform without prior notice to protect consumer safety and comply with regulatory obligations. Sellers will be notified of such actions and provided with details of the non-compliance. Suspended products will only be reinstated once the seller addresses the issue, corrects any deficiencies, and submits the required documentation.
Use of General Brands	General Brands meaning the products that are offered without assigning any brands and without containing any brand identifiers, including but not limited to brand names, logos, trademarks or any other elements that could create an association with a specific brand. 1. Unbranded Products Products that don't contain any brand elements or offered without referencing or assigning a brand should be listed as "General Brands". Sellers should not refer to any made-up/fake brand elements when listing products. 2. Merged Products Where similar or identical unbranded products are merged under the same listings (including their variants), such listings must be classified and displayed as General Brands, provided that no brand elements are present across any of the merged products. 3. User Recognition Products that are listed or merged as "General Brands" will be displayed to the users as General Brands. 4. Prohibited Use of General Brands • Branded products cannot be listed as General Brands • Listing licensed / known branded products as General Brands to disguise their brand recognition is prohibited and violation points shall be assigned to the sellers that are violating the platform rules.

B. OPERATIONAL QUALITY STANDARDS

The following table outlines the minimum quality standard for operational processes, from product delivery to returns management, ensuring compliance with EU regulations and customer satisfaction.

Supply Ability	Sellers must ensure that all products offered for sale are accurately represented and ready for shipment. Before the products are opened for sale, the seller must verify stock levels, pricing and shipment readiness both physically and systematically.
	Stock levels must always be accurate and up-to-date to reflect actual availability.
	Products must be complete, including all mandatory information, components, and features as described. Incomplete or incorrect items must not be sent to customers.
On Time Shipping	Ordered products must be delivered to the carrier and updated to “in transit” status in the Trendyol system within the delivery period specified by Trendyol. Sellers will be notified of any changes to the handling time in advance.
	Order releases should align with Seller’s daily cargo capacities and should be done before the handling time.
	Prior to dispatching any order, it is the Seller's responsibility to check the Seller Center to verify any cancellation request submitted by the consumer.
Invoiced Shipping	All products must be delivered with an invoice or a retail receipt for the products if required by applicable law and upon request of the Purchaser. The Sellers are expected to keep the invoices of the sales made through Trendyol for at least 10 years from the delivery of the order to the customer and to resubmit them upon request by the customers for at least 2 years (minimum legal guarantee period).
Correct Packaging	Packaging must be durable and robust to ensure that products are protected from damage during transit. If specific packaging standards are required for certain product categories (e.g., food, hygiene products, glass), those standards must be strictly followed. The absence of explicit packaging instructions for a product does not exempt sellers from the responsibility to package items in accordance with the health, safety, and regulatory standards applicable to the product type.
	Packaging materials with logos or branding of other e-commerce platforms are prohibited.
	Packages must not contain advertisements or promotional materials that direct customers to other websites or platforms.
	Products must be packaged using boxes, packaging materials, and containers appropriate to the size of the product. When handing over packages to the carrier, it

	must be verified that the package is correctly labeled with accurate dimensional weight ("deci") information to ensure proper handling and transport.
Smooth Withdrawal / Return Acceptance	The refusal of the Customer's return request must be based on a justified and legitimate reason in line with the applicable local and Consumer Rights Directive 2011/83/EU.
	Sellers must provide the customer with accurate and up-to-date return address information.
	The seller must include a return label within the package to facilitate customer returns. In the event of a return, the amount payable to the seller will be deducted as per the applicable return process. For the avoidance of doubt, this requirement shall not apply to the Seller under Trendyol Pays Model.
	Seller must comply with the Return Policy, which is attached as Annex 6.5 to these Platform Rules.

C. STORE QUALITY STANDARDS

Seller store is a feature that allows our partners to create their own branded stores on the Trendyol platform. The quality standards to be considered when using this feature are given in the table below.

Store Name	Store/brand names must contain a minimum of 3 and a maximum of 40 characters.
	Special characters (except " ' " and "&") should not be used in the store/brand name.
	When determining the store/brand name, extensions such as ".com" and ".net" should not be used.
	The store/brand name must not include misleading expressions or promotions (e.g., "add to cart for a discount"). It should clearly represent the seller's store or brand to avoid any customer confusion.
	Sellers must not use a trademark in their store/brand name unless they are the trademark registrant or have obtained explicit permission from the trademark owner.

	The use of "Trendyol," "Trendyol Express," "Trendyolmilla," or any similar variations of Trendyol's trademarks is prohibited.
	The store/brand name should not include the names of categories/products that are not suitable for online sales.
	The store/brand name should not contain expressions of violence, profanity, discrimination or sexuality or any other content that could violate applicable laws or ethical standards.
	Sellers may change their store names, provided the change does not mislead or confuse customers regarding the identity of the store or its operations.
Logo and Cover Images	Store logos and cover images uploaded to the Seller store must comply with Trendyol's platform rules and EU applicable laws.
	Logos or images containing trademarks, logos, or content belonging to other brands, e-commerce platforms, or entities without proper authorization are prohibited.
	Images containing prohibited content for online sales, public indecency, or material that infringes upon the rights of others cannot be used as store logos.
	Store logos and cover images must not include expressions, symbols, or visuals protected under intellectual property laws, unless the Seller holds explicit authorization to use them.
Product Listing	To maintain a smooth customer experience and avoid disruptions in product supply, Sellers must manage their listings according to their sales capacities. Products listed for sale in the store should reflect accurate stock levels and availability, ensuring timely fulfillment of customer orders.
Banners (Banner)	Banners displayed in the Seller store must direct customers exclusively to products and boutiques within Trendyol. Directing customers to products, stores, or websites outside Trendyol is not allowed.

D. BUSINESS PARTNERSHIP QUALITY STANDARDS

Trendyol maintains specific standards for sellers to ensure a fair, ethical, and high-quality business environment on the platform.

Respect for Customers' Right to Information	Customer inquiries submitted through the platform must be addressed promptly.
	Responses provided to customers must be accurate, relevant, and non-misleading, ensuring they do not persuade customers to purchase a product.
	Sellers must directly address the customer's specific query, and generic or irrelevant responses will not be considered valid.
Respect Customers' Right to Choice	Customers communicating with the sellers using the Trendyol platform cannot be contacted directly or indirectly through any channel other than the platform or after the Customer's question has been answered.
	Customers cannot be asked to cancel/return an order or be incentivized to make a purchase.
Protection of Customers' Personal Data	Customers' personal data obtained for the purpose of order fulfillment may be used strictly for that purpose and must not be shared with any parties not directly involved in the fulfillment process. Access to customers' data is restricted to only the information necessary to complete the order, and it may not be accessed, used, or requested for any other purposes, including through different channels. For example, requesting a customer's phone number from the Courier Company, when not required for order fulfillment, is strictly prohibited.
	All handling of customer data must comply with GDPR, including principles of data minimization, purpose limitation, and strict access control.
Protection of Customers' Personal Rights	Sellers must communicate with customers in a professional and respectful manner, avoiding any form of insult, mockery, accusation, criticism, or harassment.
	Customers should always be addressed with care, and no language or tone that could negatively impact the customer experience should be used.
Protecting Fair and Cooperative Trade	Sellers must act in good faith, respect and honesty towards all our customers, other sellers on our platform and Trendyol employees in order to ensure a fair and sustainable commercial relationship.
	Trendyol customers cannot be directed to shop and order from a different channel.

	Marketing materials such as gift vouchers, coupons, or similar promotional materials cannot be sent to Trendyol customers. The most up-to-date and accurate data should always be shared with customers and Trendyol. For example, your address, business information, mobile and electronic contact numbers, and stock quantity must be correct, and updates related to these must be transferred to the system immediately. To ensure compliance with the regulations, including DSA and GPSR, Trendyol may request additional information from Sellers regarding their business operations, product origins, or other relevant disclosures necessary to ensure product safety and traceability. The features, services and rights offered by the platform to sellers must be used solely within the scope of the Seller Agreement. Any misuse of these features to gain an unfair competitive advantage or manipulate product visibility is prohibited. Examples of abusive behavior include but are not limited to: • Offering coupons, discounts, monetary benefits, or any other incentives to the customers to manipulate visibility metrics. • Favoriting, clicking, or following one's own store or products to inflate metrics artificially. • Buying from one's own store or making bulk purchases solely to affect product visibility. • Submitting fake reviews for their products. • Creating incentives for customers to publish reviews that do not reflect the true opinion of the customers. Such incentives may include, for example, cash, discounts, free products, gift vouchers, refunds or anything else that is beneficial to the customer; • Unduly interfering with customers to make them change or remove their reviews, for example by getting in touch with the customer and offering something in return for changing their review (for example a gift card, a free product). • Similarly, incentivizing customers to leave negative reviews for competitors' products. • Misusing features like customer reviews, product reviews, or the "Ask Seller a Question" option to harm competitors or mislead customers. • Engaging in any other similar activities intended to manipulate the platform's systems unfairly. More information about product review to be found in "Product Review Policy for Sellers". Buy Box: The Buy Box (or often called "single content") system is a universal product display model used by Trendyol. This model is based on creating a single
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	piece of content for a product, regardless of how many different sellers sell it. All sellers offering the same product are listed under the same content page, and their ranking within the Buy Box is determined by a predefined set of rules. These rules ensure fair competition among sellers and are detailed in the Monitoring and Analysis Support section of this document. With buybox system, customers can easily find and compare the products, and sellers can easily show their products to customers. In this context, if there is a barcode previously created for a product in Trendyol, the product should be listed using this barcode. Manipulating the system by using multiple barcodes for identical products or listing products with different brands/specifications is interpreted as an abuse of the Buy Box application. Sellers are required to check in detail the content defined in the barcode of a product they upload and open for sale through the Trendyol Catalog and make sure that the details in the content are exactly the same as the product they want to list. When sellers sell a product that differs from the content defined on the barcode, they will be responsible for customer complaints and claims regarding this difference. In the Trendyol Catalog, when you click on the "See on Trendyol" tab on the pop-up screen that appears during the product listing process, you can access the detailed description of the product defined in the barcode.
	A seller shall open one seller account. The same seller opening different seller accounts will be interpreted as abuse, unless the seller can provide a legally justifiable reason for this.
	No statements, accusations and criticisms should be made in any media in a way that will damage the reputation of Trendyol platform, target or discredit Trendyol or its business partners. This shall not limit the seller's right to seek legal remedies.
	Sellers must engage respectfully with Trendyol employees, customers, and other sellers. Inappropriate behavior and insults should not be made.
	Trendyol's trade secrets and operational processes that sellers become aware of during their commercial activities are strictly confidential and must not be disclosed to customers or any other third parties.

E. COMPLIANCE WITH LEGAL REGULATIONS

To become and remain a seller on Trendyol, compliance with the following legal requirements is mandatory. These standards ensure the continuity and quality of trading on the platform. Sellers are also responsible for adhering to all applicable laws and regulations, even if not explicitly mentioned below.

Protection of Intellectual Property Rights	Protection of Trademark Rights: We value and respect your branding efforts and ensure that all registered trademarks are equally protected. We expect the Sellers to use only trademarks they are authorized to use.
	Protection of Copyright/Design/Utility Model and Patent Rights: We value the protection and enhancement of product quality and diversity on our platform. Therefore, we expect our business partners to use only works, designs and patents they are authorized to use.
	Image Rights Protection: We value the effort the Sellers' put into creating high-quality images to enhance the overall quality of our platform. We expect our business partners to use images they own or have permission to use.
Complying with Digital Services Act (DSA)	As mandated by the DSA, Trendyol commits to implementing robust systems to monitor and address Intellectual Property violations on our platform. We encourage our business partners to report any suspected Intellectual Property infringements promptly, to facilitate timely and effective action in compliance with EU standards.
Preventing the Sale of Pirated Books	All sellers who want to sell in the book category must present the certificate document issued by the relevant authority. Without this documentation, sales in the book category will not be allowed. This ensures compliance with Directive 2001/29/EC on copyright protection.
Protection of Consumer Rights	Sellers must comply with EU consumer protection laws, including but not limited to the Consumer Rights Directive (2011/83/EU) and the Unfair Commercial Practices Directive (2005/29/EC). Sellers are responsible for fulfilling obligations under the Seller Agreement, and the fulfillment of all obligations arising from the EU consumer protection laws. Additionally, the Sellers will also be responsible for the damages that may arise in case of non-fulfillment as agreed in the seller agreement.
Suitability for Sale on the Internet	Only products that are not prohibited for sale on the internet can be sold on our platform. It should be checked whether the products to be listed are suitable for sale on the internet in accordance with the relevant legislation and only products suitable for sale should be listed with a visual/name/description suitable for sale. The list of products prohibited for sale on our platform can be found in "Products Not Suitable for Sale on Trendyol" section in the Platform Rules.

II. ENSURING COMPLIANCE WITH TRENDYOL QUALITY STANDARDS

At Trendyol, we are committed to fostering a reliable and sustainable platform for all our stakeholders. The purpose of the measures applied in response to non-compliance with Trendyol business partnership and quality standards is to support the commercial success of our valued business partners and enhance the overall shopping experience for Trendyol customers. Accordingly, the measures imposed by Trendyol under this section are designed to promote operational awareness, improve service quality, and encourage continuous adherence to our platform standards.

A. VIOLATION POINTS SYSTEM

To help maintain a fair and reliable marketplace, Trendyol has implemented transparent violation points system to address non-compliance with Trendyol's business partnership and quality standards ("System"). This System is designed to support accountability and operational excellence across all our business partners on the Trendyol platform. It applies to a range of non-compliance behaviors as further detailed in this section.

Each violation is assessed based on a pre-defined objective criterion published in these Platform Rules, with a specific number of points assigned accordingly. Violation details will appear on the "Violations" screen within the Seller Center, along with the violation type, reason, specific conduct at issue, and corresponding point value.

Where a seller accumulates violation points that meet the thresholds below, Trendyol may apply temporary restrictions on their ability to operate on the Trendyol platform:

12 points: seller account suspension for 2 days, subject to a 5-day justification period during which the Seller may provide evidence and justification – Trendyol will review the justification in a fair manner and, at its reasonable discretion, determine whether suspension should apply

24 points: seller account suspension for 5 days, subject to a 5-day justification period during which the Seller may provide evidence and justification – Trendyol will review the justification in a fair manner and, at its reasonable discretion, determine whether suspension should apply

36 points: seller account suspension for 7 days, subject to a 5-day justification period during which the Seller may provide evidence and justification – Trendyol will review the justification in a fair manner and, at its reasonable discretion, determine whether suspension should apply.

48 points: For violations related to fraud, forgery, counterfeit activity, or other serious misconduct that pose immediate risk to platform integrity or consumer safety, closure shall be immediate with no justification period. However, after such closure, if the Seller reasonably believes that Trendyol has made the decision incorrectly, the Seller may provide proof to the contrary.

In all other cases where the seller reaches 48 points, account closure is subject to a 5-day justification period. During this period, the Seller may provide evidence and justification. Trendyol will review the justification in a fair manner and, at its reasonable discretion, determine whether closure should apply.

For more information on Seller account restrictions, please see the section titled ***"Sales Restrictions to be Applied in Case of Violation of Trendyol Quality Standards", Part A, "Restrictions On The Seller Account"*** under these Platform Rules.

Trendyol reserves the right to assess violations based on their severity, frequency, and overall impact, and may take appropriate action in line with the Seller Agreement, Platform Rules, policies between Trendyol and the Seller, and all applicable laws and regulations. Violation points are counted toward the seller's total for a fixed period and then expire, meaning they will no longer be included in the active violation score.

Standard Expiry – 6 Months

All violation points expire 6 months from the date of issue, unless they fall into one of the categories listed below under "Early Expiry".

Early Expiry – 3 Months

Violation points related to the following categories will expire after 3 months from the date of issue:

- Failure to submit documentation verifying product authenticity
- Failure to provide valid documentation demonstrating ownership of or rights to use intellectual property, brand assets, or content shared with Trendyol and/or uploaded on the Trendyol platform
- Failure to comply with content quality requirements
- Misuses of platform features or manipulation of listing visibility (e.g., Buybox abuse)

Violation Title	Reason for Violation	Violation Detail	Points
Platform Compatibility	Redirection to External Sales Channels	Sellers are expected to engage with customers in a manner that supports a cooperative and trustworthy trading environment on the Trendyol platform. Redirecting customers to external sales channels undermines fair marketplace conduct and violates the Platform Rules. This violation includes, but is not limited to: 1) Using the customer question/answer feature to refer customers to other sales channels or platforms. 2) Posting advertisements or including promotional materials, including discount coupons, that are designed to redirect customers away from the Trendyol platform. 3) Displaying references, links, QR codes, or promotions for external platforms or websites within product listings, images.	4

	Improper Responses to Customer Questions Sellers are required to respond to customer questions in a manner that is accurate, relevant, respectful, and timely in accordance with the Platform Rules. This is essential to maintaining a consistent and trustworthy customer experience on the Trendyol platform. Providing misleading, irrelevant, or unprofessional responses undermines customer confidence and violates Trendyol's standards. In this regard, sellers who respond to customer questions in breach of these quality standards as outlined below, will be assigned the corresponding violation points. 1) Providing a response that is irrelevant to the customer's question (e.g., "see product description," "we will reply during working hours") 2) Providing misleading or factually incorrect answers (e.g., inaccurately describing product specifications) 3) Using rude, dismissive, or disrespectful language, even if not explicitly insulting or threatening 4) Making false or misleading statements about Trendyol's operations, processes, or policies (e.g., blaming Trendyol for order or logistics issues when no such error has occurred) 5) Providing unhelpful or non-solution-oriented answers that misrepresent the seller's responsibilities 6) Encouraging the customer to cancel their order via the customer questions screen	4
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	Unauthorized Direct Communication with the Customer	Sellers are only permitted to communicate with customers through the official communication channels provided by Trendyol. Contacting customers through external or unapproved methods, or requesting that customers do so, violates customer privacy, undermines platform trust, and breaches the seller obligations. The following actions constitute violations under this section: 1) Sharing or requesting direct contact information (e.g., phone number, email address, social media) through the customer Q&A or product review sections 2) Attempting to contact customers via phone call, SMS, email, WhatsApp, or social media outside the Trendyol platform 3) Requesting that customers communicate through external channels by including business cards, contact details, or promotional materials in product packaging with the intent of initiating direct contact	6
	Manipulation of Reviews, Ratings, Rankings, or Follower Metrics	Trendyol's marketplace depends on authentic engagement and honest feedback from real customers. Any attempt to artificially influence reviews, rankings, or product popularity through fake orders or incentives undermines platform integrity and misleads customers. Sellers must not engage in any activity intended to distort product evaluations, rankings, or visibility. The following behaviors are prohibited and will result in violation points: 1) Creating or facilitating the creation of fake or self-generated orders, including purchases made using accounts belonging to the seller or their affiliates, relatives, or representatives, to generate reviews or boost ranking 2) Offering discounts, gifts, or other incentives to customers in exchange for leaving positive reviews or high product ratings 3) Purchasing or attempting to purchase reviews, ratings, likes, followers, clicks, favorites, or similar engagement metrics from third-party services or providers	6
		4) Repeatedly purchasing or attempting to purchase product reviews, product ratings, follower counts, click counts, or favorite counts	24

		through third-party services, providers, or coordinated groups	
		5) Repeatedly purchasing or attempting to purchase product reviews, product ratings, follower counts, click counts, or favorite counts through third-party services, providers, or coordinated groups in high-risk categories such as cosmetics, health, food, or other categories where misleading reviews may pose risks to human health	48
	Misuse of Platform Features	Platform features must be used in good faith and for their intended purpose. Any attempt to misuse these features to disrupt other sellers' operations, mislead customers, or gain an unfair advantage undermines the integrity of the Platform. Such conduct constitutes a violation of Trendyol's fair trading principles and may result in the assignment of violation points. Examples of such actions are outlined below: 1) Using product pages, Q&A sections, or other visible features to harm or defame other sellers (e.g., accusing others of selling counterfeit or low-quality goods) 2) Exploiting discounts, campaigns or promotions intended for one seller's own customers by placing orders from another seller's store on the Platform 3) Intentionally disrupting another seller's operations through malicious ordering behavior (e.g., buying out stock, leaving unjustified negative reviews, or initiating deliberate returns) 4) Copying or displaying Trendyol-assigned tags or badges (e.g., "Successful Seller," "Fast Delivery") on product pages or store images without authorization 5) Providing misleading product information (e.g., false claims regarding size, price, or product features) in a way that affects customer purchasing decisions 6) Submitting repetitive, unfounded or bad faith infringement reports or complaints via platform notification channels with the intent or effect of obstructing another Seller's commercial activities or disrupting the operational integrity of the Platform's systems. the commercial activities of	4

		another Trendyol seller or the effective operation of Trendyol systems.	
	Misuse of Platform Delivery Features	Platform Delivery must be conducted in alignment with the Operational Quality Standards (outlined in Section C "Ensuring Compliance with Operation Quality Standards" in these Platform Rules) and platform delivery features provided to the seller in the Seller Center. Non-compliance with these standards violates Trendyol's operational standards and may result in the assignment of violation points. Examples of such actions are outlined below: 1)Packaging products not in line with the Shipping Partner guidelines or Trendyol quality standards (including but not limited to improper packaging, incorrect barcode labelling, multiple use of single cargo code). 2)Refusing to physically accept customers' returns when the Shipping partner has delivered them to the Seller's designated return address, more than once in a month.	4
	Illegal Use of Data	Sellers must use any data obtained through their activities on the Platform (including, but not limited to, customer data, order data, platform screens, and employee information) solely for the purpose of fulfilling their obligations under the Agreement. All such data must be handled in accordance with applicable confidentiality obligations, good faith, and the applicable legislation. Any seller who shares such data obtained through Trendyol with unauthorized third parties, or otherwise uses such data unlawfully, will be assigned violation points.	12
	Inappropriate behavior to Trendyol customers	In case of unlawful verbal or written communication containing insult / threat / harassment with a Trendyol customer through Trendyol platform channels such as product and order questions, product comments, product page, violation points will be applied to the seller. Expressions and behaviors that do not involve threats of violence or physical harm, are isolated and non-persistent, and are of a humiliating, rude, or offensive nature are considered mild	24

		insults, threats, and harassment. This includes, for example, using rude and degrading forms of address, employing profanity, making comments with a sarcastic or demeaning tone, or sending a one-time disturbing or inappropriate message.)	
	Inappropriate behavior to Trendyol employees and Business Partners	Any form of unlawful communication, whether verbal or written, directed toward Platform personnel through authorized channels—including but not limited to live support and call centers—is strictly prohibited. This includes any conduct deemed as harassment, threats, or defamation. The use of profane, demeaning, or offensive language, regardless of frequency or perceived severity, constitutes a breach of professional conduct standards and shall result in the immediate assignment of violation points.	24
	Defamation/ discrediting on social platforms	Sellers must not make statements that are knowingly false or defamatory about Trendyol. If an allegation is found to be untrue and solely intended to damage Trendyol's reputation, violation points will be applied.	24
	Insults/threats on social platforms	Sellers must not make insulting or defamatory statements about Trendyol through public channels. Such conduct will result in violation points.	24
	Failing to respond at all or adequately to customer inquiries or requests	Sellers must handle customer requests regarding missing, defective, or incorrect products in a timely and accurate manner. Violation points will be assigned if a seller: - Responds to a customer request via the Order Questions screen with "I will supply it" or "I will exchange it" but fails to complete the supply or exchange within the specified timeframe; - Fails to provide the customer with a valid tracking code, or provides an incorrect code; - Fails to respond at all or adequately to customer inquiries or requests forwarded by the Customer Experience team; or - Consistently maintains a response rate below the standard communicated by Trendyol.	2

Original Product Sales	Uploading a Non-Original Document	Sellers must ensure that only authentic products are listed and sold on the Trendyol platform, and that all supporting documents are valid and original. Uploading falsified or invalid documents (e.g., invoices, authorized seller documents, agency certificates, trademark certificates) will result in violation points.	48
	Sale of Non-Original Products and Products with Strong Suspicion of Originality	Listing or selling non-original products, or products with strong indicators of being non-original, will result in violation points.	48
Intellectual and Industrial Property Rights Violation	Failure to Upload Documents Proving Ownership of Intellectual and Industrial Property Rights, Including Trademark, License, Patent, Work, and Visual Materials	Sellers must provide the required documents within the specified timeframe during a rights holder's notification process. Failure to do so will result in violation points.	4
	Failure to Upload Documents Proving the Personal Rights	If the seller fails to provide the required documents within the specified period during the documentation process initiated in response to a rights holder's notification, violation points will be assigned to the seller.	4
	Repeated Failure to Upload Documents Proving Ownership of Intellectual and Industrial Property Rights, Including Trademark, License, Patent, Work, and Visual Materials	If the seller repeatedly fails to provide the required documents within the specified period during the documentation process initiated in response to a rights holder's notification, corresponding violation points will be assigned to the seller.	12
	Use of Trendyol Store Name and/or Store Imagery in a Manner that Infringes the Intellectual and Industrial Property Rights of a Third Party	In the event that it is determined—either upon the notification of the right holder or as a result of an internal investigation—that the seller is using the store name and/or store imagery in a manner that infringes upon the intellectual and industrial property rights of a third party, violation points will be issued to the seller.	48

Content Quality	Listing and/or Sending an Illegal Product	Listing or selling products prohibited by law (including products whose sale constitutes a criminal offence) will result in violation points.	48
	Listing and/or Sending a Product Posing a Health Risk	Listing or selling products prohibited on the internet or on Trendyol, including by misrepresenting the category, image, name, or description, or by using bundled sales to bypass controls, will result in violation points, particularly where such products pose health risks.	24
	Listing and/or Sending a Prohibited Product for Sale on the Internet	Sellers who list or send a product that is prohibited for sale on the internet will be assigned violation points. If a product becomes prohibited following a decision issued by a competent authority (e.g., court, ministry, or regulatory body), no violation points will apply to listings created prior to the effective date of that decision. However, if the seller republishes the product or listing without making the necessary changes to comply with the decision, violation points will be applied.	4
	Relisting of Products Classified as "Unsafe Products" Under the Applicable Product Safety Legislation	If a seller reoffers products that have been withdrawn or notified as unsafe under Product Safety Legislation, or attempts to resell such products by changing their name or description, violation points will be assigned.	24
	Incorrect, Incomplete, or Insufficient Product Safety or Traceability Information	If a product listing is found to be missing essential traceability information (such as Manufacturer Information or EU Responsible Person details) or contains missing, incomplete, or insufficient product safety information/warnings, violation points will be assigned to the seller for failing to adhere to applicable safety compliance standards as per GPSR.	2

	Incorrect/Misleading Product Information	If a seller provides false or misleading statements regarding the nature of the product, product features or warranty rights or similar specifications in the product description or visual content, violation points will be assigned and the product will be immediately removed.	4
	Violation of Content Quality	Sellers are required to ensure that all product listings are accurate, consistent, and comply with the Agreement and the Platform Rules. Violation points will be assigned, and the product will be removed, if a seller engages in any of the following: 1) Listing a product under an incorrect or misleading brand name, image, or description, or listing the same product under multiple brand names (Incorrect Brand) 2) Using a product image that does not match the product and/or where there are valid reasons to suspect the image is unrelated to the product (Incorrect Image) 3) Creating multiple listings or barcodes for the same product in violation of the single content principle (Barcode/Content Multiplexing) 4) Listing a product in an incorrect category (Incorrect Category) 5) Listing a product with incorrect variant information (Incorrect Variant) 6) Cancellation of orders due to inability to supply, in order to relist the product at a higher price 7) Entering an incorrectly licensed product (Incorrect License)	2

	Buybox Violation	In the event that a seller violates the Buybox rules, violation points will be assigned and product will be removed. Such violations include, but not limited to: 1) Sending customers a product different from the one specified in the product content/image/description 2) Using a barcode to list a different product than the one associated with that barcode 3) Incorrectly changing product content in a way that may adversely affect or damage the trade of other sellers offering the same product 4) Misusing of General Brands feature by embedding brand names, brand identifiers or brand references within product descriptions, images or content fields without completing Trendyol's brand registration or brand verification process in a manner that affects buybox integrity or other sellers' trade.	2
	Selling product categories that should be branched under the same selling account	Consolidating multiple product categories that should be branched due to its nature; under a single selling account.	6
	Inappropriate Image Usage	If a product image contains elements that are unlawful, contrary to public morality, or likely to cause customer sensitivity (e.g., explicit demonstrations in sexual or fantasy product categories), the product will be immediately removed from sale and violation points will be assigned.	6

	Malicious Misclassification	If a seller lists products in the wrong category to bypass legal or platform restrictions (e.g., listing 18+ products in non-restricted categories to avoid filters), the product will be immediately removed from sale and violation points will be assigned.	12
	Use of Unsubstantiated or Misleading Health Claims in the Product Name, Description, Image and/or Other Parts of the Product	Violation points will be assigned if a seller includes unsubstantiated or misleading health-related claims in the product name, description, images, or any other part of the listing.	4
	Abusive Use of Health Declaration in the Product Name, Description, Image and/or Other Areas Related to the Product	Violation points will be assigned if a seller attempts to bypass legal restrictions on health-related claims by using punctuation, misspellings, modified wording, foreign language, or similar methods in the product name, description, images, or any other part of the listing. This includes claims suggesting that a product can treat, prevent, or cure medical conditions without approved certification or scientific evidence.	12
Honest Trade	Sending an Empty Package or Falsely Updating Order Status	If a product cannot be shipped to the customer for any reason, the order must be properly canceled through the Seller Center. Violation points will be assigned if a seller sends an empty package, fails to cancel an unshipped order, or falsely updates the order status (e.g., marking "undelivered" without an actual delivery attempt.	12
	Causing/Attempting to Cause Harm to Trendyol, its Business Partners, Sellers or Trendyol Customers	Violation points will be assigned if a seller through unlawful conduct or systematic misuse of Trendyol's systems, campaigns, or services, causes financial harm to Trendyol, to its Business Partners, Sellers or Trendyol customers. This includes repeated or intentional behavior that undermines platform integrity or breaches contractual obligations.	48

	Engaging in Acts, Transactions, and Activities Capable of Constituting a Crime	Sellers must not engage in any acts, transactions, and/or actions that may jeopardize the platform's reliability, breach applicable law or facilitate criminal activity. Prohibited conduct includes, but is not limited to: - Funding or crediting oneself/others through fraudulent or deceptive transactions, including misuse of platform payment options. - Productless shopping (transactions carried out with the sole purpose of generating cash flow, without delivering the product or service) - Money laundering, tax evasion, fraud, or other criminal activity under applicable law: - Aggravated Insults, Threats, and Harassment: Acts, transactions, and/or activities that may constitute a crime or are capable of leading to a crime, such as aggravated insults, threats, injury, or sexual assault. Communications and behaviors that include threats of violence or physical harm, are persistent, contain sexually offensive language, constitute hate speech, or create a perception of threat to an individual's safety are considered aggravated insults, threats, and harassment. For example, using expressions containing explicit threats of injury or death, establishing communication for persistent and systematic harassment, making sexually derogatory or harassing statements, using expressions containing hate speech based on race, religion, gender, etc., or sending messages for the purpose of blackmail and intimidation fall within this scope.	48
	Other Breaches Included in the Agreement	1) The Seller's breach of confidentiality obligations under the Agreement, 2) The Seller's breach of the Code of Conduct, 3) The Seller's breach of GDPR or any other applicable data protection legislation obligations, 4) The Seller and/or individuals who directly/indirectly control the Seller (through shareholding, management, or other means) being associated with or known to support entities recognized as terrorist/criminal organizations, or being listed in the EU sanction lists by competent EU or Member State authorities,	48

		5) The Seller and/or persons directly/indirectly controlling the Seller (through shareholding, management, or other means) being convicted by a competent court of crimes under applicable EU or Member State law related to counterfeiting, fraud or other serious crimes or engaging in other activities that directly/indirectly contribute to the formation of such crimes, or the existence of reasonable grounds for suspicion of such activities,	
	Related Seller Accounts	Violation points will be assigned if: 1) A seller for whom there is evidence that they have opened or operated a related seller account without Trendyol's knowledge or authorization. This includes accounts: – Created using shared or linked information (e.g., business license, tax ID, phone number, address, IP address, or payment details), – Created by or on behalf of a seller whose original account has been restricted or closed, – Opened to bypass restrictions, manipulate platform features, or gain unfair commercial advantage. 2) A seller for whom there is valid evidence of being associated with a seller who, under the Violations Point System Policy, received 48 points and was subsequently suspended from sales 5 days later (not less than 3 business days). 3) A seller for whom there is evidence of coordination or account linkage with a seller who has been suspended from sales after receiving 48 points.	48
	Malicious Use of Permitted Multiple Seller Accounts	Where a seller has been authorized by Trendyol to operate multiple accounts, any misuse of those accounts to circumvent platform rules or exploit platform features (e.g., by manipulating visibility, pricing, or seller metrics) will result in violation points.	48

	Falsely Marking a Product as "shipped/in transit" without Delivering it to the Designated Carrier	Violation points will be assigned if a seller marks an order as "shipped" or "in transit" without physically delivering the product to the designated carrier.	4
	Selling without invoice	Sellers must issue valid invoices for all transactions made on the Platform. If, as a result of customer complaints or Trendyol's internal checks, a seller is found to have delivered products without an accompanying invoice, violation points will be applied.	2
	Selling without a warranty certificate and/or any other legally required documentation	Violation points will be assigned if a seller delivers a product that legally requires a warranty certificate or other mandatory documentation but fails to provide it at delivery or upon request.	2
	Selling without Authorized Service Information	Violation points will be assigned if a seller delivers large parcel products without including required warranty/service information in the package or fails to provide it upon request.	2
	Repeated Upload of Invalid Invoices	Violation points will be assigned if a seller repeatedly uploads invalid invoices (e.g., unrelated documents or documents that do not meet the requirements of a valid invoice).	24
	Providing Low-resolution, Illegible and/or Incorrect Invoices	If a seller offers products outside the EU, invoices must be uploaded in a clear, legible, and accurate manner for customs processes. An invoice that is low-resolution, illegible, or incorrect will result in violation points.	2

	Creating a High Level of Customer Dissatisfaction (Very Low Performance Score)	Violation points will be assigned if a seller significantly underperforms on key quality metrics and falls below Platform-wide thresholds. This includes, but is not limited to, extremely poor performance in one or more of the following areas: – Repeated delivery of non-original or unauthenticated products – High rate of customer complaints – Frequent delivery of defective, incorrect, or incomplete products compared to product listings – Consistently low product ratings Sellers will only be assessed if their performance falls below the benchmark applied consistently across all sellers.	48
	False or Misleading Seller Information (Identity, Trade Name, Contact, Financials)	Violation points may be assigned if a seller provides false, incomplete, or misleading information to Trendyol, including identity details, trade name, contact information, or financial status, or fails to disclose such information in good faith when requested under the Seller Agreement.	48
	Offering for Sale, Disposal, and Advertising of Trendyol Stores	Seller accounts and storefronts are non-transferable. Sellers are strictly prohibited from offering for sale, leasing, sub-licensing, or otherwise transferring their Platform account or store identity to any third party through any medium (including external forums or social media groups) without BV's prior written consent. Any unauthorized advertisement, solicitation, or transaction involving the transfer of account ownership constitutes a material breach and will result in the immediate assignment of violation points and potential account termination.	6

B. ENSURING COMPLIANCE WITH PRODUCT QUALITY STANDARDS

Product
Ensuring Compliance with Quality Standards

To ensure compliance with applicable laws and regulations, the following provisions apply to products listed on the platform. The sale or visibility of relevant products may be suspended or reduced in the following cases:	
Quality Problem	Preventive Provision
Visual/Content Inappropriateness	Product images/content uploaded to Trendyol must clearly represent the product. Images must focus solely on the product and must not include, logos of other brands or e-commerce platforms, content prohibited for sale on the internet, inappropriate or misleading visuals. Products found to violate these standards may be temporarily suspended from sale as a result of Trendyol control carried out in accordance with the Digital Services Act. The Sellers are responsible for addressing violations and ensuring compliance. Products may be relisted once the issue is resolved. In case of repetitive violation of the agreement with the seller, and/or our terms of use and policies, and in line with applicable laws, we reserve the right to end the cooperation.
Safe Product	The seller shall exclusively offer safe products on the Platform that comply with the applicable laws and regulations of the European Union. The seller bears full responsibility for performing comprehensive due diligence on the products made available for sale. This includes, but is not limited to, ensuring product safety and quality, confirming accurate labeling and packaging, and keeping all documentation current to demonstrate compliance with relevant regulations.
Non-Compliance	Products may be removed or visibility reduced if they fail to meet above requirements or EU regulatory requirements. The Sellers will be notified of the reasons for any suspension or removal. They will be provided with clear instructions for appealing the decision and an opportunity to rectify the issue.

C. ENSURING COMPLIANCE WITH OPERATION QUALITY STANDARDS

The following measures can be applied to our business partners that fail to meet operational service quality standards in order to ensure customer satisfaction and improve their processes.

Operational Ensuring Compliance with Quality Standards	
Quality Problem	Preventive Provision

Risk of Delay in Orders Due to Seller's Insufficient Capacity	Trendyol conducts quality audits to identify and prevent potential operational issues that may impact customer satisfaction. As part of this process, each seller's daily output capacity is calculated based on their past performances, and accordingly, the likelihood of a seller shipping their pending orders on time is assessed. The seller's operational status - Green, Yellow, Orange, or Red - is calculated 1-hour periods. Visibility measures may be applied in line with these status levels. Sellers who do not release products despite having pending orders are considered to be at high risk of delay in advance. Seller operational status definitions: Red: The Seller's current operational performance cannot meet the existing sales volume, or there are ongoing delays, and the risk of delay in new orders is also high. This status is shown as "High Risk" in the Seller Center. Pending orders must be shipped immediately. The visibility of the Seller's products and store on the platform is temporarily reduced. (Products can be purchased by customers, but cannot be found in the search bar, favorites, collections, etc.) Orange: The Seller's current operational performance is insufficient compared to sales or orders are delayed. This status is shown as "Medium Risk" in the Seller Center. All delayed and at-risk orders must be shipped immediately. Temporary visibility restrictions apply for the Seller's products on the platform. The seller's product ranking (BuyBox, store, etc.) is reduced. (Products can still be purchased by customers.) Yellow: The Seller is at risk of order delays if operational performance does not improve. This status is shown as "Low Risk" in the Seller Center. Delayed or at-risk orders must be shipped immediately. No visibility action is applied at this stage. Green: The seller is operating at the expected performance level. No visibility actions are applied.
Seller Daily Shipping Capacity	Trendyol calculates each Seller's daily shipping capacity for the purpose of evaluating operational performance. This value is referred to as the Calculated Daily Shipping Capacity. It is determined by taking the average of the three days with the highest number of orders released by the Seller within the past three months. Sellers may adjust their daily shipping capacity via the Seller Center. However, this adjustment must remain within the dynamic minimum and

	maximum limits defined and regularly updated by Trendyol, as displayed in the Seller Center. 1.If the Seller-entered daily shipping capacity exceeds the updated maximum limits due to a reduction in the Calculated Daily Shipping Capacity, the newly calculated maximum capacity will be accepted as the entered daily shipping capacity. This value will then be used for the operational status calculations. 2.If the Calculated Daily Shipping Capacity increases and the Seller-entered value remains below the updated limit, the higher Calculated Daily Shipping Capacity will become valid again, and this value will be used in operational status calculations.
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Trendyol Shipping Models: Seller Pays Shipping Model vs. Trendyol Pays Shipping Model

TRENDYOL offers two shipping models for Sellers:

Seller Pays Shipping Model (Existing Standard Model)	This model reflects the current standard shipping process that Sellers have been using, now formally named for clarity.
Eligibility	- Available for shipments to customers across all EU countries, regardless of the Seller's location. - Returns can also be processed under this model for all EU countries, except for Romania to Romania, Greece to Romania, Romania to Poland or Bulgaria to Romania, Greece to Greece returns. (see details in the "Trendyol Pays Shipping Model" section).
Process	- The Seller is fully responsible for shipping and returns, including selecting and contacting the couriers/shipping partners, properly packaging and labeling the shipments, and compliance with all applicable shipping regulations. - TRENDYOL does not track package weight but requires shipment status updates in accordance with the Seller Agreement.

Trendyol Pays Shipping Model	TRENDYOL manages shipping and returns by engaging its designated courier(s)/courier company ("Shipping partner"). (hereinafter referred to as "Trendyol Pays Shipping Model")
Eligibility	This Model is only available for the following: 1. For shipments: Sellers may choose between the Seller Pays Shipping Model or Trendyol Pays Shipping Model in the following cases:

	1.1 Seller's Warehouse in Romania • Romania to Romania • Romania to Greece • Romania to Bulgaria 1.2 Seller's Warehouse in Poland • Poland to Romania 1.3 Seller's Warehouse in Greece • Greece to Greece All Seller accounts are activated under the Trendyol Pays Shipping Model by default. If a Seller wishes to switch to the Seller Pays Shipping Model, they must contact the Live Support through the Seller Center. 2. For returns For all return shipments for the following routes, only the Trendyol Pays Shipping Model applies: • Romania to Romania • Romania to Poland • Greece to Romania • Bulgaria to Romania • Greece to Greece
Process	For the Trendyol Pays Shipping Model, Trendyol cooperates with different Shipping partners. The available Shipping partners and their respective shipping fees are published in the Platform Rules, Annex 6.3. Sellers may choose their preferred Shipping partner or request to change the Shipping partner that is set by default, among the available options provided by Trendyol, by contacting Live Support via the Seller Center. For outbound shipments the following process shall apply: ○ TRENDYOL creates the shipment label and shares it with Seller ○ Seller must prepare the package in line with the Shipment Requirements as outlined in this Platform Rules, ○ Seller must hand over the package to the Courier within the Handling time, as agreed in the Seller Agreement, and ensure the package is scanned by the Courier and the package status is "in transit" in the Seller Center, ○ The Seller is invoiced for the shipping process. For returns the following process shall apply: ○ TRENDYOL creates the return labels and shares with the customer, ○ TRENDYOL arranges the package collection with designated Courier, ○ TRENDYOL's designated Courier collect the return and deliver it

	to the Seller's warehouse, ○ The Seller is invoiced for the shipping process. The Seller acknowledges that any failure to hand over the package to the Shipping partner within the Handling Time for an outbound shipment shall be the Seller's responsibility.
Shipping Fees, Payments & Invoicing	Cost Calculation: • Shipping fees are based on the volumetric weight or actual weight(kg) whichever is higher, as measured by TRENDYOL's Shipping partner. • The total shipping fees is determined by multiple factors, including Shipping partner's fee (as determined by Trendyol's Shipping partner), integration service fees (for shipment tracking and processing), and Platform processing fees (for managing and facilitating the shipping process.) (collectively referred to as "Shipping Fees"). • Shipping Fees, depending on the Seller's designated warehouse and the relevant shipment route, are set out in Annex 6.3. of the Platform Rules and are also available in the Seller Information Center. • In addition to the Shipping Fees, if Trendyol's Shipping partner's charges Trendyol any additional amounts, including but not limited to charges resulting from incorrect packaging, weight discrepancies, failed pickup attempts, non-compliant labeling, multi box deliveries, or non-conveyable deliveries such amounts shall be reflected to the Seller and charged in addition to the Shipping Fees. • Upon the Seller's written request, Trendyol shall provide documentation or other reasonable evidence of the additional fee(s) charged by the Shipping partner. Payments & Invoicing • The Shipping Fees and any additional fees shall be reflected in the invoice issued to the Seller. • Shipping Fees shall be deducted from the Seller's receivables. • Sellers can access their cargo invoice details in the Seller Center under the "Invoice List" tab. • TRENDYOL reserves the right to update prices based on market conditions and Shipping partner pricing. Sellers will be informed at least 15 days in advance before any pricing changes take effect.
Handling Weight Disputes	If a Seller believes there is a discrepancy or mistake in the Shipping Fees, they may dispute it as follows: 1) Submit a dispute within 5 business days after receiving the invoice via the Live Support in the Seller Center. 2) Trendyol will forward the dispute and supporting evidence to the designated Courier for their review. 3) The designated Courier will review the case and its evidences and provide a final decision. 4) Based on the final decision, TRENDYOL shall reflect the outcome accordingly in the Seller's receivables.
Compensation Claims	1. Sellers may initiate a compensation claim for returned items directly

	through the Seller Center under the <i>Return Actions > Approved</i> section. Claims are only permissible for orders that have officially reached the 'Returned' status. 2. No compensation claims shall be accepted for packages with a 'Shipped' status. In cases of suspected loss or investigation requirements for in-transit items, a claim may only be filed once the package status is updated to 'Returned.' 3. As a prerequisite for filing a claim, Sellers must upload a valid commercial invoice for the relevant order. The system will restrict claim submission and issue a notification if this requirement is not met. 4. All compensation claims must be submitted within a strict window of 20 calendar days from the date the order status becomes 'Returned.'
Seller Responsibilities for Shipping Packages	• Seller shall ensure, taking into account the nature of the Goods and the necessity for repeated handling, sorting and transportation, all goods to be delivered are properly packaged for transportation to ensure the safety and integrity of the goods during transportation. This includes, in particular, but is not limited to, ○ Proper packaging, ○ Labeling, ○ Adhering to Weight/size restrictions, ○ Not sending prohibited items, ○ Following stacking requirements for high-volumer shipments, ○ As provided to the Seller. (hereinafter refer to as "Shipment Requirements") • TRENDYOL shall provide the detailed Shipment Requirements via email or any other designated channel, and these requirements may be updated periodically based on the Shipping partner(s) policies. • The Seller acknowledges that non-compliant shipments with the Shipment Requirements may be refused, returned, or subject to additional costs as determined by TRENDYOL's designated Shipping Partner(s) in line with Shipping Partner(s) policies. • TRENDYOL will notify the Seller in such cases and may request adjustments to the Seller's product listings to prevent future issues. • As outlined in the Seller Agreement, the Seller must hand over the products to the designated Courier within the Handling time and ensure that the package is scanned by the Courier and the package status is "in transit" in the Seller Center. The Seller acknowledges that, in accordance with the Seller Agreement, TRENDYOL reserves the right to cancel any orders that are not delivered; where the Seller's warehouse address cannot be verified or validated by the Shipping partner; or whose status is not updated in the system within the timeframe specified in the Seller Agreement. • For Romania to Romania returns: The Seller must monitor the "Pending Action" section for returns in the Seller Center. If a package appears under this section, the Seller has 48 hours to either accept or

	return the package. If the Seller identifies a package under this section but has not physically received it, the Seller must promptly engage with the Shipping Partner to resolve the issue and inform TRENDYOL of the status. TRENDYOL reserves the right to assess the situation and take appropriate action as needed. Under any circumstances, If the Seller does not take any action (accept or reject the return) within 48 hours, the return will be automatically considered accepted by the Seller, and TRENDYOL will process the return accordingly. • For all other cross-border return routes: When a customer initiates a return, the Seller must click "Return Received" in the Seller Center once the returned package has been physically received. If the Seller does not click "Return Received" within 30 days of the return being initiated, the return will be automatically approved. If the Seller believes a return should be rejected on legitimate grounds, the Seller must contact TRENDYOL support.
Compensation Procedures	Under the Trendyol Pays Shipping Model, TRENDYOL shall act solely as an intermediary, engaging its designated Shipping partner to make transportation services available to the Seller, and managing the related invoicing process. TRENDYOL shall not, at any time, be deemed to be the carrier of the goods and shall bear no responsibility for the performance of such services. Any and all claims, demands, liabilities, losses, damages, delays, or missing goods arising during the course of transportation shall be subject to, and handled in accordance with, the Shipping partner's applicable terms, conditions, and compensation policies in force at the time of shipment. TRENDYOL shall neither determine nor influence the Shipping partner's compensation decisions and shall not be liable for any such matters. Compensation details, including applicable compensation limits and Shipping Partner Shipment Requirements are available in the Seller Information Center. The Seller acknowledges and agrees to comply with all such requirements as a condition for using the Trendyol Pays Shipping Model and shall be liable for any non-compliance with these obligations.
Switching Between Models	• Sellers may switch between the models by submitting a request via Live Support in the Seller Center. • Model changes are subject to Trendyol's internal review and approval.
Amendment & Termination the models	• Trendyol reserves the right to modify, suspend, or terminate the Trendyol Pays Shipping Model at any time. • Sellers will be notified at least 15 days in advance of any material changes, except where immediate changes are legally required or operationally necessary.

From time to time, and at its sole discretion, Trendyol may offer Sellers who use the Trendyol Pays Shipping Model a Shipping Fee discount, whereby the Seller is charged a reduced rate for specific shipments that meet the defined criteria (the "**Under Threshold Support Model**").

This model is provided solely as a commercial incentive and does not constitute a permanent pricing term or contractual obligation under the Agreement. Trendyol reserves the right to modify, suspend, or discontinue this model at any time, with or without notice. Nothing in this clause shall be construed as creating an obligation on the part of Trendyol to continue offering this model.

Further operational details, worked examples, and/or calculation methods shall be communicated through the Seller Information Center and/or e-mail.

D. Operational Non-Compliance Monetary Deductions

1. Unsupplied Products: The Seller shall be liable to pay Monetary Deductions in the event of failure to supply Products, provided that such failure is attributable to the Seller's fault or breach of its obligations under this Agreement. The Seller's liability shall arise in the following circumstances where the failure to supply is caused by the Seller's act or omission:

- (a) the Seller cancels an item in a Customer's order after such order has been placed;
- (b) the Seller fraudulently or negligently updates the Product cargo status to "delivered" in the Seller Center despite not having actually delivered the Product to the Courier or Customer; or
- (c) the Seller sends a shipment that is delivered to the Customer without containing all or part of the ordered Products, where such absence is attributable to the Seller's act or omission, including sending empty packages or failing to include the ordered Products in the package at the point of handover to the Courier.
- (d) the Seller fails to deliver the Product(s) after 15 calendar days from the end of the Handling Time following the date of purchase, and/or fails to update and notify Trendyol of the product(s) cargo status to "orders in transit" on the Seller Center.
- (e) the ordered Products do not reach the Customer due to any other reason originating from the Seller's act, omission or breach of obligations under this Agreement, not otherwise specified in paragraphs (a) to (d) above.

For the avoidance of doubt, the Seller shall not be liable for Monetary Deductions where the failure to supply Products is used by circumstances beyond the Seller's reasonable control.

Missing, Wrong, Defective Products: The Seller shall be liable to pay Monetary Deductions in the event that the Seller delivers a Product that is missing components, different from the product ordered by the Customer (wrong product), or damaged, defective, incomplete (missing), or otherwise non-conforming (as defined in the Platform Rules), provided that:

- (i) the defect, damage or non-conformity is attributable to the Seller's fault;
- (ii) the Seller, after reviewing the evidence, approves the return and acknowledges that the issue was caused by the Seller's breach of its obligations; or
- (iii) the return is upheld by Trendyol's Disputed Returns Team following a dispute review (as outlined in the Platform Rules), which determination shall be based on objective evidence and shall confirm that the defect or non-conformity was attributable to the Seller.

Delayed Items: The Seller undertakes to pay Monetary Deductions in the event that the Seller fails to deliver the Product to the Courier and/or ensure the cargo status of the product(s) is updated to "orders in transit" within the Handling time on the Seller Center.

3. The Monetary Deductions shall be calculated per affected product based on the net sales price of the affected product, in accordance with the following table. For the avoidance of doubt, no Monetary Deductions shall apply to products with a net sales price below €2 (or below RON 10 for RON transactions):

For Unsupplied or Missing/Wrong/Defective Products:

For EUR Transactions:

Net Sales Price of Product	Monetary Deductions Amount
€0 - €1.99	€0
€2 - €3.99	€1
€4 - €14.99	€2
€15 and €29.99	€4
€30 and above	€5

For RON Transactions:

Net Sales Price of Product	Monetary Deductions Amount
RON 0 - RON 9.99	RON 0
RON 10 - RON 19.99	RON 5
RON 20 - RON 74.99	RON 10
RON 75 - RON 149.99	RON 20
RON 150 and above	RON 25

For Delayed Products:

For EUR Transactions:

Net Sales Price of Product	Monetary Deductions Amount
€0 - €1.99	€0
€2 - €14.99	€1
€15 and above	€2

For RON Transactions:

Net Sales Price of Product	Monetary Deductions Amount
RON 0 - RON 9.99	RON 0
RON 10 - RON 74.99	RON 5
RON 75 and above	RON 10

4. The monetary deductions for (i) unsupplied products, (ii) missing, wrong, or defective products, and (iii) delayed products are calculated separately based on the specific nature of each operational issue. Where multiple breaches occur in relation to the same order, the applicable deductions may apply cumulatively to ensure accountability for each distinct failure (for example, delayed monetary deductions can be applied with the unsupplied monetary deductions).

5. Where Products subject to a single order are delivered to the Customer in multiple separate shipments, the Monetary Deductions set out in Article 3 of this section shall be calculated and applied separately in respect of each affected product.

6. The Seller acknowledges that the Monetary Deductions set out in Article 3 of this section shall be calculated and issued weekly and deducted from the Seller's next available receivables following such calculation, subject to operational constraints that may affect the timing of invoicing.

7. The Seller shall have the right to challenge any Monetary Deductions imposed under this Agreement where the Seller considers that: (a) the Monetary Deductions have been applied incorrectly or in breach of the terms of this Agreement; (b) the circumstances giving rise to the Monetary Deductions were not attributable to the Seller's fault or breach of obligations; (c) there exist justified grounds or mitigating circumstances that warrant the waiver or reduction of such Monetary Deductions; or (d) the calculation of the Monetary Deductions is erroneous.

To exercise this right, the Seller must submit a written challenge through the Live Support via the Seller Center within 15 calendar days after the invoice date, providing: (a) a clear and detailed explanation of the grounds for the challenge; (b) all relevant supporting evidence and documentation; and (c) any mitigating circumstances that should be taken into account.

Trendyol shall: (a) conduct a fair, impartial and objective review of the challenge; (b) provide the Seller with a reasoned decision promptly and in writing after the receipt of the challenge, setting out the grounds for accepting or rejecting the challenge. If Trendyol determines that the Monetary Deductions were incorrectly applied, wholly or in part, Trendyol shall: (a) immediately reverse or adjust the charge accordingly; (b) where the amount has already been deducted from the Seller's account, credit the full

amount back to the Seller's account in the next payment cycle; and (c) provide the Seller with written confirmation of the reversal or adjustment.

III. AUDITING COMPLIANCE WITH TRENDYOL QUALITY STANDARDS

Monitoring compliance with Trendyol Quality Standards is an important quality control process that we carry out in cooperation with our business partners. The aim of the audit activities is to ensure that all processes of our business partners, starting from the moment of product loading to delivery, comply with the applicable law and Trendyol Quality Standards. Our aim is to prevent quality problems that will negatively affect customer satisfaction before they occur. In this context, the immediate remediation of legal violations and consumer protection issues and, if deemed necessary and proportionate, the imposition of measures to prevent non-compliance with standards are also an integral part of our compliance verification process.

A. Proactive Controls

Proactive controls are a series of controls conducted by Trendyol on its own initiative, without waiting for customer complaints, rights holder complaints, or notifications and requests from public authorities, in order to prevent violations of legal requirements and platform standards.

The table below describes both the relevant Trendyol processes and what our business partners need to do in these processes.

Product/Content Conformity Check	As part of product/content suitability checks, only products that comply with Trendyol Platform Rules are permitted for sale and marketing, subject to quality control checks. General information on products prohibited for sale and the reasons for their disapproval can be found in Annex 6.1 (Products Not Suitable for Sale on Trendyol). The product/content conformity check also includes: 1) Visual Quality: Ensuring product images are clear, relevant, and meet platform standards. 2) Content Accuracy: Verifying that product descriptions, attributes, and labels are accurate and complete. Information regarding products that do not pass the quality control check and are unavailable for sale will be displayed under the "Approval Process" tab in the Seller Center. If the contents and images of the products on sale are updated, the relevant products will be subject to the product approval process again. As part of product/content compliance checks, quality control inspections of products offered for sale on the platform are ongoing to ensure content quality on the platform, the sale of products that comply with regulations, and the sale of accurate and safe products to customers. In this context, products that pass the quality control filter at the time of product listing/updating, but are nevertheless found to be non-compliant with the Platform Rules and/or unsuitable for sale and/or marketing on the internet at a later point, will be
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	removed immediately as soon as they are noticed. However, although the Platform may conduct such controls and inspections, the fact that a product is considered eligible for sale does not imply that it is fully compliant with all applicable laws and regulations. The final responsibility regarding the goods offered for sale and their legality lies entirely with the seller. Products, especially those in regulated categories such as cosmetics and food supplements, must not include health claims that are prohibited by law or the Platform Rules.
Pre-Document Control for Branded Products	To protect intellectual property rights and maintain product authenticity standards, all registered trademarks notified to Trendyol by the rights holders are subject to a preliminary document control process. When a product listing includes a trademark within the scope of this process, it is automatically referred to a dedicated team of experts responsible for managing trademark verification. Where a Seller offers products bearing such trademarks, Trendyol may request the Seller to provide following documentation within a specified timeframe to list the branded products: A certificate of authorization proving the right to sell the branded products; or A distributor agreement; or Invoices demonstrating that the products were purchased from an authorized dealer or legitimate supply chain source. Each line item on any such invoice must reflect a minimum quantity of ten (10) units of the same product (same SKU or EAN). Any line item that does not meet this threshold may result with invoice rejection. If the Seller fails to provide sufficient and valid documentation within the requested timeframe, Trendyol may suspend or close the sale of the relevant brand for that Seller and remove the affected product listings from publication, until the time Seller provides the required documentation. The number of products listed must align with the quantities shown on the invoice to verify authenticity, and high stock entries should not be made against invoices showing minimal purchases. If sales or orders for a product exceed the verified stock quantity by more than 100% (e.g., twice the quantity shown on the invoice uploaded to the system), the products may be immediately removed from sale due to authenticity concerns. To continue selling these products, the seller must upload a new invoice that substantiates the additional stock required to meet the sales/orders and ensure the new invoice is different from the previously submitted one and accurately reflects the additional stock. Once the new invoice is reviewed and verified, the products will be republished.

	Products flagged as unauthentic due to incorrect brand name entries, customer complaints, routine checks, shadow orders, or notifications from trademark right holders will be removed from publication immediately.
Brand Locking Process	1. Brand Owner Authorisation Requirements 1.1 Trademark Verification Sellers wishing to lock their brands on the Platform must demonstrate that they are the registered trademark owner. 1.2 Required Documentation To activate brand catalogue protection, the trademark owner must provide: (a) A valid trademark registration certificate from the country in which the trademark is registered and enforceable; (b) Proof of GS1 registration; (c) Written authorisation (via email from the trademark owner's registered business email address) requesting catalogue protection. d) Specification of the product categories for which protection is requested, which must align with the goods/ services classes covered by the trademark registration. 2. Authorised Dealer and Distributor Listings 2.1 Brand Owner Control Once brand catalogue protection is activated, only the trademark owner may determine which authorised dealers or distributors have permission to create or update product listings for that brand on the Platform. 2.2 Dealer Authorisation Process Authorised dealers or distributors must not submit brand catalogue protection requests on behalf of trademark owners. Only the trademark owner possesses the legal authority to control product listings under their registered trademark. 2.3 Licensing Arrangements Where the seller is not the direct trademark owner but operates under a licence or distribution agreement, the seller must provide: (a) A valid licensing or distribution agreement from the trademark owner; and

	(b) Evidence that the licensing arrangement grants specific authority to list products on e-commerce platforms. 3. Barcode Requirements and Product Integrity 3.1 Global Barcode Compliance All products listed under protected brands must use valid, GS1-approved global barcodes. The Platform reserves the right to remove products using incorrect, duplicated, or non-compliant barcodes. 3.2 Barcode Correction Process If a product is identified as having an incorrect barcode: • (a) The seller will receive written notification and shall have three (3) business days to update the product listing with the correct barcode; • (b) Failure to comply within the specified timeframe will result in automatic removal of the product listing with error code 404 ("Incorrect Barcode Entry"); • (c) The seller may request reinstatement by submitting a support ticket with correct barcode documentation. 3.3 Duplicate Product Prevention The Platform will conduct checks to identify duplicate product listings with different barcodes. Products identified as fraudulent or duplicative will be removed, and repeat violations may result in account suspension. 4. Verification and Enforcement 4.1 Document Review All trademark and GS1 documentation will be reviewed by the Platform. Catalogue protection will only be activated upon successful verification of submitted documents. 4.2 Territorial Trademark Rights The Platform acknowledges the principle of territoriality in trademark law. Trademark owners must provide registration certificates from the specific jurisdictions in which they claim protection. A trademark registered in one country does not automatically confer rights in another jurisdiction unless separately registered or protected under international agreements. 4.3 Seller Compliance Obligations Sellers agree to: • (a) Provide accurate and truthful information regarding trademark ownership or authorisation; • (b) Maintain valid GS1 registration and use only approved global barcodes;
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	• (c) Immediately notify the Platform of any changes to trademark ownership, licensing arrangements, or authorisation status; • (d) Cooperate fully with verification processes and provide additional documentation upon request. 5. Consequences of Non-Compliance 5.1 Listing Removal The Platform reserves the right to immediately remove any product listings that: • (a) Violate trademark rights or brand catalogue protection rules; • (b) Use incorrect, fraudulent, or non-compliant barcodes; 5.2 Account Sanctions Repeated violations of these brand protection provisions may result in: • (a) Temporary suspension of listing privileges; • (b) Permanent account termination; • (c) Referral to relevant authorities for trademark infringement or fraud.
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B. Reactive Controls

Reactive controls are a series of controls conducted to resolve quality issues promptly, ensuring customer satisfaction and adherence to Trendyol quality standards.

Authenticity Check Process Upon Notification of Infringement	Pursuant to the Digital Services Act and other relevant EU and local regulations and directives for online platforms (Regulation), the infringement notifications (including all information and documents required by the Regulation to verify right ownership) submitted to Trendyol by the right owners of intellectual property rights including trademark, license, patent, work or design right holders or their representatives shall be reviewed immediately. Upon receipt of an infringement notification—substantiated by evidence of potential rights infringement—the product listing in question shall be temporarily suspended. The seller will be promptly notified and required to submit documentation demonstrating the authenticity of the product, including necessary authorization documents, within a period not exceeding 48 hours. If, upon review, the submitted documentation is found to satisfy authenticity requirements under the Regulation, the product listing will be reinstated. If the seller does not provide sufficient documentation within 48 hours, or if the submitted documentation is found to be inadequate, the product listing will remain deactivated. The seller must then provide valid proof of the product's authenticity. When a seller with trademark rights submits a valid complaint through the panel, the seller selling the disputed product has 36 hours to
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	upload all required documents proving the product's authenticity (including all information specified in the Regulation) to the designated area in the seller center. Until this documentation is submitted and accepted, the product will stay inactive. If the seller does not upload the required documents within the given timeframe, or if the documents are found insufficient by the expert team and rejected, the product will be permanently removed from the platform. For violation notices received through third-party channels (e.g., email), the affected products are immediately taken down to respect the 48-hour legal deadline. The seller must then upload documents proving the product's authenticity to have the product reinstated. Products that are removed will only be relisted once valid documents are provided. The seller is allowed up to 5 attempts to upload the necessary documents related to the product content. In cases of image infringement notifications, the notifying party must submit original or raw evidence demonstrating ownership of the images. Upon receipt of a valid and substantiated infringement notice, the listing of the allegedly infringing product will be temporarily suspended to prevent further unauthorized use. The seller whose listing is suspended will be promptly informed and granted a reasonable period to respond by submitting counter-evidence proving their rights to the images. If the seller provides sufficient documented proof of ownership, the product listing will be reinstated, and the image updated if necessary.
Authenticity Verification Based on Customer Complaints	Customers may report product authenticity or intellectual property concerns through: • The "Report a Legal Concern" button (DSA-compliant notification mechanism) on the Platform; • Product reviews; or • Customer support channels. Upon receiving a complaint, Trendyol will notify the Seller, specifying the nature of the complaint and the product(s) in question, the required documentation, the submission deadline, and the consequences of non-compliance. Required documentation includes authorisation letters, purchase invoices from authorised dealers (provided that each line item on any such invoice reflects a minimum quantity of ten (10) units of the same product (same SKU or EAN), failing which the line item or the invoice may be rejected), distributor agreements, or relevant certificates demonstrating product authenticity and compliance. Sellers must submit the requested documentation within the timeframe specified in the notification. The product listing may be temporarily suspended from sale during the investigation period, depending on the severity of the complaint. Trendyol's expert teams will review all submitted documentation to verify authenticity

	and compliance. If the documentation is approved, the product will be reinstated (if previously suspended) and the Seller will be notified. If the documentation is insufficient or not provided within the deadline, the product will be removed from sale or remain suspended, and the Seller will be informed of the specific reasons for removal. The product may be reinstated once the Seller provides the required documentation.
Criteria-based Originality Controls	Trendyol employs an objective, criteria-based system to evaluate seller and product reliability. Where Trendyol's internal controls identify indicators of authenticity concerns in relation to specific products listed by a seller, those products may be subject to a mandatory authenticity control. Upon notification, sellers have 6 calendar days (144 hours) to submit all required supporting documentation through the Seller Panel. Failure to provide sufficient evidence of authenticity within this timeframe will result in the immediate removal of the listing. Listings will only be reinstated or maintained following the successful validation of the submitted documents by Trendyol.
Order Limits and Performance Controls Applied on Locked Brands and Locked Categories	A specific sales limit application is implemented on our platform for sellers who are either new to the platform or have been inactive for a long period, specifically in categories under "Locked Brands" that present a risk of failing to meet customer performance criteria and platform quality standards. When these sellers wish to operate within the relevant Locked Brands and categories, they may begin selling with a limited stock quantity. Once sellers reach their defined stock limits, a performance evaluation is conducted. During this evaluation period—the duration of which is determined by specific rule sets—the products may either be deactivated or their visibility may be reduced to a minimum level. (In the latter case, products remain purchasable by customers but cannot be found via the search bar, favorites, collections, etc.). As a result of this evaluation: If the seller receives violation points due to the sold products or other reasons, or if their performance metrics are deemed negative, they will continue with the same sales limit at the end of the designated period. If no issues are found in the seller's performance, the initial limits are increased, and a new limit is set. The same process is then repeated with the newly established limit. If the seller's performance is deemed appropriate following these phased controls, the sales limit is completely removed, and the seller may continue sales. These sales limits only affect the sales processes within the scope of the

		relevant Locked Brand and category; they do not create any restrictions on sales in other brands and categories.
Product Controls	Safety	In accordance with the product safety and technical regulations and any other relevant laws in the applicable jurisdiction(s) to which the products offered for sale are subject, products that are unsuitable for online sale or marketing, and/or products whose market sale has been suspended or prohibited, shall be deactivated within a maximum of 24 hours upon detection. This timeframe is determined by considering potential health risks to customers and the periods prescribed under the relevant legislation. Sellers offering these products for sale are required to keep all relevant product safety information, necessary tests, and documentation regarding product compliance accessible and ready to be presented upon request. If the necessary information and documents are reviewed and accepted by Trendyol and demonstrate that the products comply with the applicable legislation or do not fall within the scope of products prohibited from being placed on the market, the products may be reactivated.

IV. SUPPORTING COMPLIANCE WITH TRENDYOL QUALITY STANDARDS

To ensure compliance with Trendyol Quality Standards, we provide our business partners with supportive trainings, practices to increase competition within the platform, and anonymous and aggregated data insights tailored to their categories.

This approach helps the Sellers not only to improve their quality standards but also to understand which products are most preferred by customers, in line with relevant regulations. High-performing Sellers are encouraged to share their experiences with others, creating a collaborative environment for learning and growth in line with relevant regulations. Our aim is to enhance the quality, service, and pricing performance of the Sellers, and to achieve the best results that will increase customer satisfaction.

A. Education Support

Our business partners receive continuous training and training-oriented events through Trendyol to stay informed about applications and advancements in the e-commerce industry. This ongoing education contributes to both their professional growth and enhances their e-commerce experience within Trendyol.

Trendyol Academy Trainings	Trendyol Academy is a training platform that offers our business partners comprehensive courses to support the aspects of their e-commerce processes, also related to EU Consumer Protection Laws. Please note that the Sellers must read the EU Consumer Protection Law Guidelines for Sellers Selling to EU. The training catalog, continuously updated with new courses, is accessible through Trendyol Academy. The training is supported by live streams, animations, videos and user-friendly guides. Business partners can participate in live training by following the Trendyol training calendar.
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Information Center	The "Information Center", placed within the Academy, serves as a comprehensive resource where our business partners can find answers about their operation at Trendyol in a single, accessible platform. This extensive digital e-commerce library includes video and visual guides, enabling the Sellers to quickly and easily access relevant information. In addition, many of the Information Center's topics are open to all interested parties, i.e. the general public; stakeholders can also benefit from the Information Center when they search for information about Trendyol through search engines.
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B. Application Support

Our technological infrastructure and services are designed for our business partners to manage their activities in the most comfortable and fastest way and are dedicated to their own use.

Seller Center	It is a special digital panel for the Sellers where all operations within Trendyol can be managed from a single center. Through the Seller Center, including but not limited to the following; • You can upload your products. You can set the selling prices of your products. • You can track your orders. • You can manage your return operation. • You can see the lead time of your pending orders. • You can track important reports (bestsellers, favorites, etc.). • You can be instantly informed about current information. • You can advertise. • You can manage your store. • You can define a coupon. • You can participate in Trendyol campaigns. • You can create your own campaign. • You can answer customer questions. • You can send your questions, requests and suggestions via the support button. • You can upload the documents requested from you via the "Document Transactions" screen. In order not to cause high customer complaints, the number of daily order cancellations that can be made through the seller panel is limited to a certain number. The seller who wants to cancel above this limit can perform the cancellation process by using Trendyol seller support services.
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Store Management	With the Store design segment in the seller center, our business partners were enabled to improve their marketing activities. The Sellers can increase their sales capabilities by creating their own stores. • There is a template prepared by Trendyol for the seller store. • Using this template, Sellers can choose their store logo, cover image and shading for the cover image. • By installing banners in the store, they can redirect to product pages and boutiques. • Using Trendyol features, they can categorize their products under different headings and highlight them in their stores in this way. • They can create drafts for their designs and save these drafts without publishing them to the client. • They can preview the store before taking it live.
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Advertising Management	Trendyol may offer Sellers access to an advertising feature designed to enhance the visibility of their products in the advertisement area on the Trendyol platform ("Ads Management Feature"). • Sellers may access and use the Ads Management Feature only if they have a sufficient available balance from sales made through the Trendyol platform. • The amount specified by the Seller on the advertising interface will be deducted from the Seller's available balance and transferred to their advertisement balance. • Sellers are solely responsible for configuring their advertising campaigns, including determining the products to be advertised, setting the advertising budget, selecting the advertisement period, and deciding the number of products to be advertised, all subject to the functionality and limitations provided by Trendyol for the applicable advertisement type. • Sellers remain solely responsible for the content of their advertisements and for ensuring that all advertising activities comply with applicable laws and Trendyol's policies. Trendyol shall have no obligation for monitoring, reviewing or approving ad content. • Trendyol reserves the right to suspend, reject, restrict or remove any advertisement campaign at its sole discretion at any time, including in cases of non-compliance with these rules or applicable laws. • Trendyol makes no guarantees regarding the effectiveness, performance, reach, visibility or outcomes of any advertisements or advertising campaigns. Trendyol shall not be liable for any direct or indirect losses arising from the Seller's use of the Ads Management Feature. • Sellers may pause, terminate, or modify advertising campaigns created using the Ads Management Feature at any time, within the limitations and controls applicable to the specific advertisement type. • Additional terms may apply to advertising activities, and Trendyol may update these Ads Management terms or introduce additional advertising rules at its sole discretion from time to time. • Further terms relating to the use of this Ads Management Feature can be found in Annex 6.4.: Advertising Rules.
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AI-Assisted Product Integration	Trendyol may make available optional developer tools, plugins, or protocols (including but not limited to Model Context Protocol (MCP) integrations) that allow Sellers to list and upload products to the Seller Center via automated or third-party AI-assisted processes ("Integration Tools"). • Use of these Integration Tools is completely voluntary, and Sellers may freely choose whether or not to utilize them. • Where a Seller chooses to use an Integration Tool, the Seller remains solely responsible for the accuracy, completeness, and compliance of all content uploaded to the Seller Center. This responsibility applies irrespective of the automated method, third-party link, or AI assistant utilized in the process. • The Seller acknowledges and agrees that the use of third-party Artificial Intelligence services or plugins in connection with the Integration Tools involves the processing and transmission of the Seller's data by those third-party providers. Trendyol accepts no liability, responsibility, or obligation in connection with such third-party data processing or the performance of external AI models. • The Seller is strictly responsible for maintaining the security, confidentiality, and restricted access of any API credentials (including API Keys, API Secrets, and Supplier IDs) used in connection with the Integration Tools. Any and all actions, product uploads, or modifications performed on the platform using valid Seller credentials will be conclusively attributed to the Seller.
Coupon Identification	The sellers can create coupon campaigns by defining coupons for the customers they have identified in order to market their products and increase their sales. Points to be considered regarding the use/create of coupons are given below: • Earn from Product and Special Target Audience coupons can be defined as valid for at least 1 day and maximum 7 days, Earn Followers coupons for minimum 1 day and maximum 30 days, and Comment and Earn Coupon can be defined for minimum 15 days and maximum 25 days.
Campaign Participation and Discounts	Defining campaigns and participating in campaigns organized by Trendyol is entirely the commercial choice of The Sellers and The Sellers are not obliged to define or participate in any campaigns. Sellers who wish to participate in a campaign are required to comply with the terms of the campaign. In addition, Sellers may also create discounts for their products, the terms of which are determined by them. The discounts offered must comply with the applicable legislation, including but not limited to the Omnibus Directive, and represent genuine price reductions in accordance with it.

	• Trendyol campaigns can be accessed from the "Campaigns" tab on the Promotions sections in the Seller Center. By clicking on the campaign name, the campaign conditions of participation will also be displayed. • Sellers who meet these conditions may add products to a campaign through the "Add Products" tab on the same page. • From the start date of a campaign, the price specified by the seller is automatically fixed in order to prevent misleading customers. Product price cannot be increased during the campaign. In order to increase the price, it is necessary to exit the relevant campaign. However, an extra discount on the product price can be made within the campaign process through the Seller Center. • When the Sellers want to create a campaign for their products, they can set their discounts from the "Create Discount" section on the Promotion section. • If there is more than one discount defined for a product by the Seller, discounts can be applied together. • The discounts created by the seller can be canceled or edited at any time from the "Create Discount" section on the Promotions section. • Trendyol does not cover the cost of discounts applied to products. Sellers receive the earnings generated from their sales, reflecting the price at which the product was sold. If a seller participates in Trendyol's discount campaigns, they will receive the discounted price, as this represents the actual amount earned from the sale. • If the customer cancels or returns a product with a discount defined on it, a refund will be made to the seller for the amount of the purchase. • For orders where more than one product must be purchased for the discount to be valid, if the customer returns or cancels some of the products, the discount on the returned/canceled product will be refunded to the seller.
Tag (Badge) Description	Trendyol uses labels to characterize the performance of a seller or a product. The rules for issuing a label to a seller or product are common to all products and Sellers, and all Sellers and products that meet the necessary conditions can be issued these labels. Tags are removed if the seller/product fails to meet the relevant conditions. Below you can find detailed information about the seller/product labels applied on Trendyol. a. Product Badges i. Discount Product Badge

	There are three different advantageous product labels, in order of price ranges from least to most: Discount, Super Discount, Mega Discount Product Label. The price at which discount label is applied is the individual product sale price that customers see on the front side. ii. Good Price Badge Products on our platform may receive a Good Price tag if their price is equal or lower compared to similar products in selected platforms based on publicly available online prices. This process is automated and updated several times a day. b. Seller Badges i. Most Selling Seller This badge may be awarded to sellers with the highest number of orders within their main product category within the country that the seller offers products over the past 7 days. Cancelled, returned, and incorrect orders are not evaluated towards this badge. ii. Most Reviewed This badge may be awarded to sellers who have received the most product reviews in their main category within the country that the seller offers products over the past 7 days. Only approved reviews are included in the evaluation. iii. Most Popular This badge may be awarded to sellers with the highest increase in followers over the past 7 days across all countries that the seller offers products, calculated within the main category where they make the most sales. iv. Official Seller Badge (Blue Check Mark) An "Official Seller" badge (Blue Check Mark) may be awarded, at Trendyol's discretion, to verified sellers of internationally recognized brands or brands with high platform recognition, based on brand reputation criteria. To receive this badge, sellers must successfully complete Trendyol's due diligence process to verify the authenticity of their brand or authorization to sell it. We reserve the right to remove this badge at any time if the seller fails to provide any requested verification documents, if authorisation expires or is revoked, as part of our ongoing due diligence procedures. In case of removal, the Seller will be notified via email about the change in status. v. Star Seller 1. Definition and eligibility
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	The “Star Seller” badge is a status designation awarded to Sellers who consistently maintain exceptional operational standards and customer satisfaction levels. The assignment of the badge is contingent upon the strict fulfillment of the cumulative criteria set forth below at article 2. 2.Performance Criteria. To qualify for and retain the “Star Seller” status within a specific territory, the Seller must simultaneously satisfy the following metrics: • Monthly Seller score: A minimum average score of 8.50 over the preceding thirty (30) days.. • Storefront Configuration:Successful completion and maintenance of the store’s visual design. • Violation History: A maximum of 11 violation points accumulated over the last 6 (six) months. • Product ratings: A weighted average product rating across all listings over the last 6 months of at least 4.5 or higher. • Order value: A minimum of one (1) net order in the last month and a cumulative total of at least three hundred (300) net orders over the last three (3) months. • Engagement metrics: The total follower count of the store must be at least 100. • The Q&A Response Time over the last month must be 100.00 or lower. • The Return Acceptance Time over the last month must be 48.00 or lower. 3. The “Star Seller” badge status is recalculated on the 1st day of each calendar month. Trendyol reserves the right to update badge assignments based on the performance of the relevant periods. The failure to meet any individual criteria shall result in the immediate withdrawal of the badge or automatic non-assignment of the badge for the upcoming period.
Customer Questions	Product Questions: The Sellers can increase sales and reduce return rates by answering product questions (material, size, brand, model, etc.) submitted by customers. The Customer Questions feature aims to improve the shopping experience by bringing the seller and the customer together and allows the seller to learn and answer the details that customers are curious about their product. In this way, Sellers can enrich their product descriptions and customers can access the details they are curious about the product through the seller's previous answers. In this respect, if Sellers respond to product questions quickly and in accordance with the rules, it

	may have a positive impact on product content quality and sales performance.
Order Questions (Order Q&A)	Sellers are required to respond to customer inquiries in the Q&A section of the product and order pages within 3 business days.
Handling Time	The handling time starts from the moment the order is shown as a new order in the Seller Center and covers the time until the order goes into "in transit" status. The seller is shown a countdown timer on the seller dashboard, indicating the time remaining to ship to the carrier. Except for the cases given under the Additional Handling Time heading, all sellers must deliver their orders to the carrier within the current handling time determined by the agreement and/or set in the Seller Center. If a customer order contains multiple products from the same Seller with different handling times, the order will automatically be assigned the shortest handling time among those products. This ensures a consistent delivery experience for customers and prevents delays in fulfilling items offered under Fast Delivery or other expedited delivery options. In such cases, the Seller may split the shipment and dispatch each product separately in accordance with its own defined handling time. The current and default handling time is specified as 1 business day by Trendyol. Sellers can change their handling time within the minimum and maximum handling time ranges determined by Trendyol on the Handling time settings screen in the Seller Center. The 1 business day handling time means the package must be shipped by 23:59 on the next business day.
Additional Handling Time	During campaign periods, holidays, public holidays, or force majeure situations, Trendyol may provide additional handling time support to sellers by increasing the maximum handling time in their panels. Additionally, sellers may request temporary additional handling time due to operational need such as inventory counts, warehouse relocations, or system transitions.
Holiday Handling Time Extension Program	1. Annually, between June 1st and September 15th (the "Seasonal Period"), Trendyol offers an automated "Holiday Handling Time Extension Program" (the "Program") designed to support eligible Sellers in managing temporary operational closures while maintaining platform continuity. 2. To qualify for the Program and receive an extension of handling times up to a maximum of 5 (five) calendar days in total, the Seller must satisfy the

	following cumulative performance criteria in either of the preceding 2 (two) calendar months (the "Lookback Period"): (i) Unsupplied Rate: The Seller's overall Unsupplied Rate must remain strictly under 0.75%; and (ii) Preparation Efficiency (Order-to-Cargo / OTC): The Seller's average Order-to-Cargo (OTC) processing time must remain strictly under 32 hours. Eligible Sellers who satisfy these criteria may activate this dynamic handling time extension up to a maximum of 1(one) time per Seasonal Period, for a cumulative total not exceeding 5 (five) days. Sellers who do not meet these objective metrics in either month of the Lookback Period will be automatically disqualified from the Program for that specific cycle. .3. To participate in the Program, eligible Sellers seeking to extend their handling times due to operational closures must submit their requests via ticket request. Upon receipt of such requests, the platform shall verify the Seller's compliance with the cumulative eligibility criteria. If verified as eligible, the Seller's maximum handling time limit within the Seller Center shall be adjusted to a maximum of 5 (five) calendar days. The platform only adjusts the maximum handling time, eligible Sellers shall remain solely responsible for manually updating and setting their current handling times within the Seller Center.
Category Tree	Selecting the correct category for products is crucial to ensure customers can easily find relevant items. For this reason, Trendyol offers a rich category tree so that the products can be listed in the most compatible categories with their purposes and names. While creating the category tree, the words that customers search for, and their Seller needs are evaluated together. Trendyol continuously reviews and updates its category tree, including creating new categories, renaming existing ones, or closing categories that no longer meet search or operational needs. If the Seller's product category is listed in the incorrect section, these products will be reassigned to the most appropriate category by the category teams. In terms of these products, Sellers can continue to sell subject to the commission rate of the correct category in which their products were migrated. In case a category is closed due to any reason, Trendyol will inform the Sellers to delete the products under this closed category and carry their products under other related categories.

Brand Management in Category Tree	To prevent brand dilution and misclassification, Trendyol reserves the right to restrict the use of a brand name if it is applied across unrelated product categories exceeding platform-defined limits. If a brand is used for disparate product types (e.g., Automotive and Fashion) without verified authorization, associated listings may be temporarily locked. To lift such restrictions, sellers must provide a valid Trademark Registration Certificate covering the relevant International Classes (Nice Classification) for those categories. The submission of a valid Trademark Registration Certificate by any seller listing the products, covering the relevant International Classes (Nice Classification), will result in the restoration of those listings for all sellers. Pending verification, products may be listed under the 'General Brands' designation.
Campaign Handling Time Management	During campaign periods, due to increased sales volume, maximum handling time of Sellers may be increased in order to use seller and cargo capacities efficiently. The increase to be made is calculated based on metrics such as sales expectation in campaigns, daily exit capacities of Sellers, daily receiving capacities of cargo (carrier company), and the number of packages that Sellers have not shipped (waiting to be processed). The increased maximum handling time to be defined for the campaign period will be calculated and defined to all Sellers as stated above. It is the Seller's responsibility to update the applicable handling time if deemed necessary. In addition, Trendyol may increase both the applicable handling time and the maximum handling time according to the seller's sales speed and output capacity. When the campaign ends, the seller's number of orders that have not yet been shipped, daily output capacity and cargo receiving capacities are checked and the maximum and valid handling time are brought to their values before the campaign or in the agreement.

B. Monitoring and Analysis Support

With the applications we develop, we aim to increase transparency and provide more useful data to the Sellers. Thanks to applications such as Buy Box and Reports Screen, our business partners can be easily and quickly informed about their position and what they need to do to increase their sales performance, and thus determine their commercial strategies accurately, quickly and easily.

Reports Screen	The Sellers can see sales-enhancing data about themselves, customer comments, favorite and viewed products, conversion rates of their products to shopping and bestsellers in their categories in separate reports on the Reports Screen. In this context, sales, cancellation, return, campaign and operation reports can be tracked on product, brand and category basis via the Reports Screen. In the "Sales Enhancer" tab on the Reports Screen, the issues that are recommended to be improved according to the performance metrics of the Sellers are included.
Buy Box	With Buy Box, Sellers offering the same product are grouped under a single content listing to make it easier for customers to find and compare products. In this system, the ranking of Sellers is based on their performance and the ability to provide the best customer experience, as outlined in this Platform Rules. Key factors for Buy Box Ranking: In this context, the most important criterion for achieving the top ranking on Buy Box is that the seller needs to meet the best Trendyol selling price, defined as the lowest price available for the product, provided this is consistent with applicable legal and regulatory requirements. Along with the price, other criteria that may affect the total price of the product for the customer are also taken into consideration (such as implementing a promotion that affect the product price, etc.)

Product Visibility and Ranking Policy for Sellers	To ensure a fair and transparent marketplace, we use various criteria to determine product visibility and ranking across the platform. These criteria include both user-based and product-based factors, all applied fairly to enhance user experience and support the Sellers' success. Below is an overview of key factors affecting your product's visibility: Algorithm Criteria that Determining Visibility and Prioritisation in Home Page Display 1) User-Based Factors: Product visibility may be influenced by how users interact with your products, including: • Past user movements of the product (number of views, number of clicks, number of purchases) • Likelihood of user purchase (based on user segment, similarity rates of users) • Seller Operational Metrics (return rates, failure to supply rates) • User Reviews (seller reviews, product reviews, customer complaints) 2) Seller Performance Factors: Maintaining positive operational metrics enhances visibility. Important metrics include: 3) • Banner* Performance Metrics (past performance of products, sales forecast of products, campaign information) 4) *Banners are the components on the homepage that redirect to pages such as boutique, search, etc. Algorithm Criteria for Determining Visibility and Prioritisation on the Page • Search Relevance: Keyword/search result entered by the customer in the search bar (whether there is a gender-based search term, number of category filter uses, category-based click-through data, relevance between the search term and product information). • Product Interaction History: Past user movements of the product (number of views, number of clicks, number of purchases). • Product Price History: Product historical price information. • Customer Reviews and Ratings: Number of reviews, review content, review scores, number of reviews with photos, photos in reviews. • User Session Activity: Likelihood of user purchase (based on user segment, similarity rates of users). • Product Relationships and Complementarity: Products with strong relationships to each other (in terms of information, image, or past user actions) or complementarity (items commonly bought together) are ranked higher. • Ad Engagement Metrics: Ad-related metrics like cost-per-click, ad budget, clicks, views, and purchases of ad products impact visibility in
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	ad-supported/sponsored positions. Other Algorithm Criteria to Consider in Ranking • User Demographics: General demographic information like age and location may impact visibility, tailored to better meet user needs and preferences. • Similar User Actions: Movements of Users Similar to the User on the Platform (number of purchases made on the Platform to date, shopping amount, payment method, number of returns, being an influencer/new/active member, prices of category-based products, membership date, application platform used, time elapsed since product actions, categories/brands of products purchased/reviewed/favorited). • Referral Channel and Ad Source: Based on the source of user traffic, whether from a direct link, an external ad, or another platform page. • Collections*: Collection Information (Owner, Date Created/Updated, products, video information, number of followers, stock information, number of products, frequency of updates, user segment, star/comment/image quality/title information/star attribute/sales numbers, features of the products in the collection) *Users can assign the products they choose to lists called collections as if they were favorites. For example, you can open a collection called winter clothing and fill it, similarly, influencers can choose products and create a collection. The contents of these collections influence the sorting algorithms. • Product Information**: Name, Description, Image, Gender, Age Group, Size, Price, Category, Brand, Seller, Product Features-attribute, Stock Status, Release Date **It refers to the changes in the ranking according to the search made due to the filtering of the customer and if the seller enters this information correctly and completely. These features can also be used to group and compare products. • Product Campaign Information: Price discount, product badges, cart discount, whether there is a defined coupon, coupon limit and amount, shipping price, delivery time • Sales Data: Past Sales Data of the product can be defined as the changes seen in the sales of the product and the status of these changes according to the current sales information. • Customer Complaints: Complaints from Customers about the Product (excessive price, faulty content). • Seller Activity: User Reviews (seller reviews, product reviews, customer complaints, Q&A time to answer the question).
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	• Number of Seller Store Followers, Seller Coupon Information, Seller's Panel Usage, Whether the seller has defined / not defined coupons, The amount of coupons defined (10 EUR etc.) and the number (5 pieces), Whether the defined coupons are scaled or not, If scaled, how much the scale is, etc. information. • User History: Number of purchases made on the platform to date, shopping amount, payment method, number of returns, being an influencer/elite/new/active member, prices of category-based products, membership date, application platform used, time elapsed since product actions. • Likelihood of User Purchase: Based on Category, Brand and Product, User Segment, Users' similarity rates, Seller Score, Comment Ranking Score. • Ad Performance and Actions: Ad Product Action Data (number of clicks, views, purchases, data on the number of times the ad product was viewed, purchased, added to cart). • Search term-based user actions: Filters used in the related search and their usage, number of times products/sellers are displayed in the related search, number of times products/sellers are displayed in the related search (clicks), similarity rate between the related search term and product/seller names. • User Behaviors: Viewing/clicking/favoriting/saving/sharing collections, viewing/clicking/favoriting/adding to cart/purchasing products within the collection. • Influencer Information: Number of Followers, Audience and Content • Influencer Popularity Information: Segmented by number of followers on other platforms. • Video Information: Owner and Date Created. We apply all algorithm criteria impartially across Sellers and products, ensuring a fair and competitive marketplace.
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Seller Score	Sellers' product and operational quality standards affect their seller scores. To improve the customer experience, a high seller score positively impacts product ranking. Once a week, based on the data in the system, a seller score is automatically calculated for all the sellers. The score calculation is not done manually for each seller individually, and this automated scoring cannot be changed manually later. Sellers can transparently track their own Seller Scores through Seller Center, under Reports > Reviews > Seller Score. By monitoring their scores, they can improve their operations and manage their operational processes more successfully. This, in turn, can increase customer satisfaction, gain more visibility, and boost sales performance. In this respect, the Seller Score acts as a mechanism that alerts the seller to areas needing improvement and serves as a preventative measure against non-compliance with quality standards. The scoring is primarily influenced by the seller's level of adherence to product and operational quality standards. Seller can download a detailed report from the Seller Score page to view the metrics that have negatively affected their current Seller Score. The key standards affecting the scoring are listed below: On-time Shipping (Handling time): The score a seller receives for their on-time shipping is not solely determined by whether their own performance improves or declines. It is determined by the delivery time target set by Trendyol for all sellers in the same category and by the actual performance of other sellers in that category. The target set by Trendyol for the shall be visible to the Sellers in the Seller Center. Therefore, even if a seller ships orders within their declared handling time, their score in this section may not reach the maximum value if their performance remains below the target assigned for their category. On-time (Handling time) Shipping Rate: This metric evaluates the ratio of orders a seller ships on time compared to all orders from that seller. The evaluation is based on the seller's performance over the last months and three months affects the score, with the last month performance weighted more heavily than three-month average. Out-of-Stock Rate: This metric measures the rate at which a seller cancels orders due to inability to supply the product. The seller's performance over the last month and three months affects the score, with the last month performance weighted more heavily than three-month average. In this respect, the score of a seller with a low out-of-stock rate in the past 3 months may improve as the average effect of these 3 months decreases. Defective/Incorrect/Incomplete Returns Rate: This metric measures the rate of returns due to the seller sending missing, defective, or wrong items. The seller's performance over the last month and three months affects the score, with the last month performance weighted more heavily than three-month
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	average. In this respect, the score of a seller with a low return rate due to missing/defective/wrong items in the past 3 months may improve as the average effect of these 3 months decreases. Disputed Returns Rate: When sellers reject customer returns, a disputed returns process begins. If a seller frequently rejects customer return requests and is found to be at fault by the Trendyol disputed returns team, their seller score will be negatively affected for this metric. Return Response Time: It is important for sellers to respond to customer return requests quickly within the action period allocated to them, which is displayed in the Seller Score page. A delayed response negatively affects the seller's score. Seller Ratings: Seller ratings given by customers for a received product affect the seller's score. Average Product Rating: A low average product rating for the Seller's products sold within the last 3 months negatively affects the seller's score. Customer Question Response Time: Responding to customer questions quickly positively affects the seller's score, while a delayed response that exceeds the target response time as displayed in the Seller Score page, negatively affects it. This metric is calculated by evaluating the seller's average response time to product and order questions. Violation Points: On the day the seller score is calculated, the seller's current Violation Points (see Annex 6.2. Under the section A. Restrictions to the Seller Account) are taken into account. The higher this score, the more negatively the seller's score is affected. Customer Complaint Rate: The rate of customer complaints received also affects the seller score. Trendyol may decide, with prior notice to Sellers, that one or more of the above metrics will not be included in the Seller Score calculation for a specified period.
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D. Communication Support

We see the strength of communication between our business partners and Trendyol and its customers as an indispensable element of cooperation. In this context, our business partners must be both accessible to Trendyol customers and able to maintain effective mutual communication with Trendyol. The services we provide to meet communication-specific standards are continuously developed in line with the needs of our partners and customers.

Seller Support	The Seller Support team is the team that supports you for your problems, requests and suggestions. You can get support via the "Live Support" tab in your Seller Center. It is aimed to respond to the notifications you create through the support lines as soon as possible. It is important to create a request
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	with the right title so that you receive a response within the targeted turnaround time.
Ensuring the Accessibility of Sellers	In accordance with the current legislation, Sellers are required to enter their relevant legal and business information into the system as described in the Agreement. It is obligatory for the Sellers to enter the information within the scope of the legislation into the system in full before starting sales on our platform and to make updates regarding changes in this information, if any, on the day of the change. In this respect, the responsibility will belong to the seller as a result of not entering the information required to be entered by the seller in accordance with the relevant legislation, entering incomplete or incorrect information and/or not updating it on time. The Sellers can access their information in the system from the "Account Details" screen in the Seller Center, complete the deficiencies and make updates; they can also benefit from live support lines.

E. Automated Customer Refund Process

This section applies to all Sellers, subject to the specific shipping model used. For Sellers using the **Trendyol Pays Shipping Model**, the resolution of customer complaints related to **shipping and returns** is generally managed directly by Trendyol in coordination with its designated carrier, in accordance with the terms applicable to the Trendyol Pays Shipping Model. **However, the "Missing Product Resolution Ticket" procedure under this section shall also apply to Sellers using the Trendyol Pays Shipping Model.**

For Sellers who continue to use the **Seller Pays Shipping Model**, the Automated Customer Refund Process ensures timely and transparent resolution of customer complaints related to returns, shipments, and order discrepancies, setting clear actions, timelines, and consequences for Sellers. These procedures aim to protect consumer rights, support Sellers in addressing issues efficiently, and uphold compliance with legal and platform standards.

1. Return Label Ticket

In cases where a customer contacts Trendyol because a return label is missing from the order package, the following steps apply:

1.1. Ticket Creation

- Trendyol will open a ticket to the Seller requesting the return label.

1.2. Seller Responsibilities

- The Seller is required to respond to the ticket within four (4) business days by sending the return label in PDF format via email or directly through the ticket response.
- Trendyol will then share the label with the customer via email, and the status of the package will remain unchanged.

1.3. Consequences

- If the Seller fails to respond within the specified timeframe, the customer's return request will be automatically approved, and the corresponding amount will be deducted from the Seller's payment to process the return.

2. Investigation of Return Status Process

When a customer contacts Trendyol regarding their return status (e.g., "I sent my return package, but my refund has not been approved" or "When will my refund be issued?"), the following steps will be taken:

2.1. If a return tracking code is available in the system:

- **No movement of the package:** The customer is informed that the package must be delivered.
- **If the package status is "in transit":**
 - **If less than 10 days have passed:** No action is required from the Seller; the customer is advised to wait.
 - **If more than 10 days have passed:** The return is approved, and the refund is deducted from the Seller's payment.
- **If the package status is "delivered" to the Seller:**
 - **If less than 2 business days have passed since delivery:** No action is required from the Seller; the customer is advised to wait.
 - **If more than 2 business days have passed since delivery:** The return is approved, and the refund is deducted from the Seller's payment..

2.2. If a return tracking code is missing or incorrect:

- A ticket is opened to the Seller, requesting them to verify the return code with the courier and provide the correct tracking code and the package's cargo status information to Trendyol.
- The Seller has four (4) business days to respond:
 - **If the Seller confirms receipt of the package or approves the return:** The package status is updated to "returned," and the refund is deducted from the Seller's payment.
 - **If the Seller confirms that the package is still in transit:**
 - **If the Seller provides a tracking code:**
 - If less than 10 days have passed, the return is held, the ticket is closed, and the customer is informed to follow up later.
 - If more than 10 days have passed, the return is approved, and the refund is deducted from the Seller's payment.
 - **If the Seller does not provide a tracking code:** The return is approved, and the refund is deducted from the Seller's payment.
 - **If the Seller provides the tracking code and the package is in delivered status:** The return request is approved if 2 days have been passed from the delivery date. The refund is deducted from the Seller's payment.

- **If the Seller does not respond:** The return is approved, and the refund is deducted from the Seller's payment.

3. Shipment Date Inquiry Process

When a customer contacts Trendyol inquiring about the shipment status of their order (e.g., "When will my order be shipped?"), the following process applies:

3.1. Ticket Creation:

- As outlined in the Seller Agreement, the Seller must deliver the products to the courier/courier company 2 days after the purchase. If the order date exceeds this two (2) days, Trendyol opens a ticket to the Seller.

3.2. Seller Response Timeline:

- The Seller is required to respond/shipped the product within two (2) business days of the ticket being opened. Based on the Seller's response:
 - **If the Seller confirms that the shipment has been delivered but the order status in the system is not updated:**
 - The Seller must provide the tracking code within 2 business days and update the package status to "in transit" in Trendyol system. In this case, no action is required.
 - **If the Seller ships the products within this 2 days and update the order status to "in transit":**
 - In this case, no action is required.
 - **If the Seller does not respond within 2 business days, and the order status is not in "in transit" or "delivered" status:**
 - Trendyol initiates cancellation of the order. The payment is deducted from the Seller's receivables. If cancellation is not possible due to any reason, the package status will be changed to "withdrawn" (and returned to the seller) and the customer receive the payment and this amount will be deducted from the Seller's receivables.

4. Delivered to Wrong Person Inquiry Process

When a customer contacts Trendyol that their order was marked as "delivered" but was not received, the following process applies:

4.1. Ticket Creation:

- Trendyol opens a ticket to the Seller, requesting them to contact the courier and provide a delivery receipt/document as proof of delivery.

4.2. Seller Response Timeline:

- The Seller has four (4) business days to respond with one of the following actions:
 - **If the Seller provides a valid delivery receipt within 4 business days:**
 - The document must include the name of the recipient, delivery date, and other relevant details. If the document confirms delivery, the return is not approved, and the customer is informed.
 - If the customer disputes the signature/document (e.g., "This signature is not mine"):
 - A manual refund is issued to the customer, and the refund amount is not deducted from the Seller's payment.
 - **If the Seller does not provide any response within 4 business days:**
 - The return request is approved, and the refund amount is deducted from the Seller's payment.
 - **If the Seller responds within 4 business days but did not provide an sufficient proof of the delivery:**
 - In such cases, the return request is approved, and the refund amount is deducted from the Seller's payment.

5. Parcel Delayed Beyond Expected Delivery Date Process

When a customer contacts Trendyol about a parcel that has not been delivered despite the expected delivery date having passed, the following steps apply:

5.1. Ticket Creation:

- Trendyol opens a ticket to the Seller, requesting them to contact the courier company to investigate the delay and provide an accurate delivery status update.

5.2. Seller Response Timeline:

- The Seller has four (4) business days to respond:
 - **If the Seller responds within 4 business days stating a new reasonable expected delivery timeframe (e.g., "It will be delivered in X days"):**
 - The ticket is closed, and no refund is made.
 - If the customer contacts again after X days have passed and the parcel is still undelivered:
 - The order is refunded without prior notice to the seller, and the refund amount is deducted from the Seller's payment.
 - **If the Seller does not respond within 4 business days and the order status is in transit:**
 - The customer's refund request is approved, and the refund amount is deducted from the Seller's payment.

6. Missing Product Resolution Ticket

When a customer contact Trendyol regarding the receiving an empty package or a package with missing product(s), the following steps apply:

6.1. Ticket Creation:

- Trendyol opens a ticket to the Seller, requesting proof that the missing product(s) in the customer's complaint were included in the shipment.
- The proof provided by the Seller must include an image of the package being prepared or the desi (weight and dimensions) information recorded at the time of delivery to the courier.

6.2. Seller Response Timeline:

- The Seller has four (4) business days to respond:
 - **If the Seller provides response with valid proof that no product is missing, within 4 business days:**
 - The return request is not approved, and the customer is informed accordingly.
 - **If the Seller does not respond/or does respond without valid proof that no product is missing, within 4 business days:**
 - The customer's return request is approved, and the refund amount is deducted from the Seller's payment.

ANNEX 6.1: PRODUCTS NOT SUITABLE FOR SALE ON TRENDYOL

The sale of the products listed below through Trendyol is not permitted in order to comply with the provisions of the applicable legislation.

If your upload of a product to the Trendyol platform has been rejected by our quality control teams due to violations of the platform rules, please carefully review the list below.

Products that have been flagged for non-compliance with the below categories may only be resubmitted for sale if corrective actions are taken, such as adjusting product images, removing misleading claims, or providing required documentation. Sellers may request product reinstatement only after these conditions are met.

Products Violating Platform Rules

Products violating platform rules including but not limited to:

- **Prohibited and Offensive Products:** The sale of products that support or promote organizations associated with terrorism, criminal activities, or hate groups, or that display emblems of such organizations, is strictly prohibited. Products that insult national, moral, or religious values, or contain content that discriminates based on ethnicity, nationality, religion, politics, or culture, or that incite social division and conflict, are also banned.
- **Products with Violent or Harmful Content:** The sale of products containing images or text that insult, demean, or promote violence against individuals, groups, or animals is forbidden. In line with standards protecting children and young people, products that depict or promote violent behavior, substance abuse, or self-harm are strictly prohibited.

- **Inappropriate Content for Minors:** Product images that may be considered as exposing child bodies inappropriately or promoting unsafe or adult themes to minors are not allowed. For this reason, not using live mannequins in children's clothing products will ensure that your products can be easily approved.
- **Sexually Explicit Content:** Obscene or sexually explicit product images or descriptions that may be deemed inappropriate for family viewing are prohibited.
- **Animal-Derived Products and Wildlife:** The sale of fur products derived from animals raised in fur farms (e.g., fox, rex, astrakhan, mink) or exotic animal skins (e.g., snake, crocodile, foal) is prohibited. Products involving endangered species or protected wildlife, or those that do not adhere to applicable animal protection laws, are also restricted.
- **Animal Testing Compliance:** The sale of cosmetic products tested on animals is restricted in jurisdictions where animal testing is banned. All products must comply with applicable animal testing regulations.
- **Products Intended to Harm Animals:** Products explicitly designed to harm or repel animals, including harmful deterrents, are not allowed.
- **Unauthorized Health Devices and Supplements:** The sale of unauthorized medical devices or health-related products that lack regulatory approval is prohibited. This includes dietary supplements containing banned or unapproved ingredients.
- **Unsafe or Hazardous Products:** Products must comply with relevant safety certifications, especially for items intended for children, such as toys, electronics, and furniture. Products containing restricted or hazardous substances, as regulated under REACH (Registration, Evaluation, Authorization, and Restriction of Chemicals), are not permitted.
- **Counterfeit and Misleading Products:** All product images, descriptions, and claims must be accurate and must not mislead consumers. Sellers are prohibited from uploading counterfeit or inauthentic products or making false claims that could deceive consumers about the product's safety, efficacy, or origin.

Products Prohibited for Sale on the Internet

- Counterfeit / Unlicensed / Unbranded Products
- Unauthorized Use of Personal Identifiers: Face Photo / Names / Signatures (*Without the necessary licenses*)
- Counterfeit Money and Forged Documents
- Weapons and Hazardous Items: Firearms / Knives Restricted by law / Flammable and Explosives and other dangerous items
- Restricted Chemicals: Fertilizer containing Ammonium Nitrate and more than 28% by mass of Nitrogen from Ammonium Nitrate
- Military Equipment / Police Equipment
- Official Uniforms
- Self Defense Items: Pepper Spray and Electroshock devices and other similar items
- Lock Picking Tools and Devices
- Stolen or Tampered Goods: Products with serial numbers removed
- Telecommunication Restrictions: Short Distance Access Radio devices and other unauthorized communication equipment

- Hazardous Telecommunication Devices
- Broadcast Decoders: Unauthorized encrypted broadcast decoders
- Surveillance and Hacking Equipment: Bugging devices, hidden cameras, web attack and hacking software
- Restricted Substances: Ethyl Alcohol / Methyl Alcohol / Methanol/ Other Alcohols for Industrial Use and Other Alcohol-Containing Liquids
- Tobacco Products / Electronic Cigarettes and Complementary Parts
- Narcotic and stimulant substances
- Products to Manipulate Drug Tests (*Drug, Alcohol tests, etc.*)
- All Types of Lens / Prescription Eyeglass Frames
- Medical Devices: *Only approved medical devices, with an authorization certificate, are allowed. Medical devices that cannot be used by the patient on his/her own, that must be applied or used with the help of a healthcare professional or that are intended for the use of healthcare professionals only cannot be sold.*
- Diagnostic Kits for the diagnosis of Covid 19 or other diseases
- Hearing Aids / Prosthetics / Orthotics
- Prescription / Non-Prescription Medication
- Veterinary Medical Products
- Herbal Medicinal Products / Homeopathic Medicinal Products: *Herbal products that contain a statement (on the box or in the product description) that they have the same effect as any medical drug or treat any disease cannot be sold.*
- Enteral Nutrition Products / Dietary Foods for Special Medical Purposes, Baby Foods for Special Medical Purposes / Sports Nutrition: *Herbal products that contain a statement (on the box or in the product description) that they have the same effect as any medical drug or treat any disease cannot be sold.*
- False Promising Health Products: *In the promotion of products;*
 - 1. Statements or implications related to treating or preventing any disease, assisting in its treatment, diagnosing it, or correcting, regulating or changing a physiological function*
 - 2. Statements that claim or imply that they restore, correct or change physiological functions as a result of pharmacological, immunological or metabolic effects.*
 - 3. Statements referring to the effect of a medicinal product for human use may not be used.*
- Pesticides and Spraying Machines: *For the sale of agricultural pest control tools/machines and pesticides, sellers who do not have a "Dealership Authorization Certificate" issued by the provincial directorates of the are not allowed to sell their products. (Authorization certificate is not required for the sale of handheld/garden type tools).*
- Products Hazardous to Human Health / Carcinogenic Substances
- Human and Other Living Organs
- Live Animal
- Fresh Food Products that should not break the cold chain or should be consumed daily

- Products Prohibited by the European Institute of Health or the European Food Safety Authority or any other EU Institution or local authorities concerning product safety.
- Airbag and/or Airbag Equipment
- Seat Belt Adapter
- Products with Pornographic Content and Sexual Activity: *Pornographic images cannot be used in the products. Fantasy clothing and accessories and products for sexual activity can be published with the +18 label, provided that no live models are used in the images.*
- E-mail addresses and lists / Phone numbers / Internet Membership Accounts
- Listings that do not qualify as a Product
- Gift Vouchers / Discount Coupons
- Promotional products and student publications provided free of charge by public authorities or educational institutions
- Stocks / Bonds / Bills / Virtual Money
- Cultural and Natural Heritage
- Medals and Insignia: *State Medal of Honor, State Pride Medal, State Distinguished Service Medal, State War Medal, State Order, Order of the Republic, Order of Merit cannot be sold.*
- Goods Subject to State Authorization for Sale and Purchase
- Items requiring special legal transactions for sale (e.g., notary, registration)
- Smuggled and Prohibited Products
- Single-Used Plastic Products
- Books and Publications for which a Restraining Order has been issued
- Products Subject to a Recall Order (<https://ec.europa.eu/safety-gate-alerts/screen/webReport>)

Restricted Products

For the following product categories:

- Sexual products
- Energy Drinks
- Alcoholic Beverages

these products shall only be visible on the Platform to customers who have confirmed that they are 18 years of age or older. Prior to viewing or purchasing these Products, Customers will be required to confirm their age (i.e, by checking a box)

Use of health claims in product listings

Sellers are strictly prohibited from including unauthorised, misleading and/or unsubstantiated health claims in product listings. A health claim is any direct or indirect statement that implies a product has a beneficial effect on health or contributes to the prevention, treatment or cure of any disease or medical condition.

This restriction applies to product titles, descriptions, packaging images and any marketing content uploaded to the Trendyol platform. Notwithstanding the rules of the country of sale, unauthorised,

misleading and/or unsubstantiated health claims should not be included in the product names, images and descriptions of the products sold on Trendyol. Listings that include any unauthorised, misleading and/or unsubstantiated health claims are subject to removal without notice.

ANNEX 6.2: SALES RESTRICTIONS TO BE APPLIED IN CASE OF VIOLATION OF TRENDYOL QUALITY STANDARDS

This annex sets out the measures Trendyol may take to ensure compliance with the following quality standards:

- **Product Quality Standards:** Ensuring Compliance with Product Quality Standards
- **Operational Quality Standards:** Ensuring Compliance with Operation Quality Standards

In the event of a violation of the applicable quality standards, Trendyol may impose restrictions or corrective measures on the product listings. The specific restrictions applied will depend on the nature and severity of the violation, as detailed below under each applicable standard.

All quality standards are based on objective, transparent, and non-discriminatory criteria that apply equally across all Sellers. Performance metrics, such as return rates, supply failure rates, and delivery times, are calculated periodically to ensure fairness and consistency.

A. Restrictions on the Seller Account

In cases where Seller accounts do not meet operational standards, Trendyol may impose account restrictions to maintain customer satisfaction and operational integrity.

Reason for Account Closure	Details	Provision	Actions You Can Take
Violation Point System	Seller violation points reaches 12	5 days after the points are applied, the seller account will be suspended for 2 days.	If you appeal within 5 days of the points being applied and your appeal is valid, the points will be removed and no suspension will take place.
Violation Point System	Seller violation points reaches 24	5 days after the points are applied, the seller account will be suspended for 5 days.	If you appeal within 5 days of the points being applied and your appeal is valid, the points will be removed, and no suspension will take place.

Violation Point System	Seller violation points reaches 36	5 days after the points are applied, the seller account will be suspended for 7 days.	If you appeal within 5 days of the points being applied and your appeal is valid, the points will be removed, and no suspension will take place.
Violation Point System	Seller violation points reaches 48	5 days after the points are applied, the seller account will be suspended indefinitely. If no valid objection is submitted by the seller, the Seller Agreement will be terminated after 30 days.	If you appeal within 5 days of the points being applied and your appeal is valid, the points will be removed, and no suspension will take place. Over the next 25 days (i) If a valid objection is submitted, the suspension will be lifted. (ii) If no objection is submitted, or if the objection is rejected, the Seller Agreement will be terminated.
Violation Point System	If the Seller Violation points reach 48 for one of the following reasons: • Uploading a Non-Original Document • Sale of Non-Original Products and Products with Strong Suspicion of Authenticity • Listing and/or Sending an Illegal Product • Incurring Damage to Trendyol or Trendyol Customers • Use of the Trendyol Store Name and/or Store Visual in a Manner that Infringes on a Third Party's Intellectual and Industrial Property Rights	For violations posing immediate risk to platform integrity, consumer safety or legal compliance, the seller's account will be suspended immediately, and payments will be held for 3 months, or longer if required by official institutions, authorities, court rulings, or regulatory decisions. 30 days after the points are applied, the Seller Agreement will be terminated unless the seller exercises their	If you submit an objection within 30 days of the points being applied and your objection is deemed valid, the points will be removed, and termination will not occur. If no objection is submitted, or if it is rejected, your Seller Agreement will be terminated 30 days after the points are applied.

	1)The Seller breach of confidentiality obligations stated in the Agreement, 2)The Seller's breach of the Seller Code of Conduct, 3)The Seller's breach of GDPR or any other applicable data protection legislation obligations, 4) The Seller and/or individuals who directly/indirectly control the Seller (through shareholding, management, or other means) being associated with or known to support entities recognized as terrorist/criminal organizations, or being listed in the EU sanction lists by competent EU or Member State authorities. 5) The Seller Accounts Associated with a Seller Who Has Immediately Been Suspended from Sales Under the Violation Points System After Receiving 48 Points 6) The Seller Providing Incorrect or Misleading Information / Concealing Basic Information such as Identity, Trade Name, Contact Details, Financial Status, etc., from Trendyol.	right to object and the objection is accepted.	
High Rate of Failure to Supply	To ensure customer satisfaction, sellers must fulfill all accepted orders. If your inability-to-supply rate (measured by the number of products you failed to supply compared to the total number of products you were required to supply within the relevant week) performance is above 1%, the corresponding measures set out in the Provision column will apply.	1) If it occurs for the first or second time, the seller shall be warned via mail. The seller is expected to take corrective action and/or submit an objection through the Live Support in the Seller Center. To avoid further disruption, the seller must inform Trendyol of how the issue has been resolved and the measures implemented.	It is expected that the seller must inform Trendyol via the Live Support in the Seller Center or the relevant operations representative that the supply issue has been resolved by implementing the appropriate improvements: i) Entering product stock levels into the system with a lower quantity than the actual stock (safety stock). ii) Conducting a stock count specifically for

		2) If it occurs for the third time, the seller's account will be suspended for 3 days, unless the seller provides a justified explanation and supporting evidence, and Trendyol determines, at its reasonable discretion, that the explanation is valid. 3) If it occurs for the fourth time, the seller's account will be suspended for 7 days, unless the seller provides a justified explanation and supporting evidence, and Trendyol determines, at its reasonable discretion, that the explanation is valid. 4) If it occurs for the fifth time and for every subsequent occurrence, the seller's account will be suspended for 30 days, unless the seller provides a justified explanation and supporting evidence, and Trendyol determines, at its reasonable discretion, that the explanation is valid.	the unsupplied product. iii) If the issue persists, conducting a stock count across all product categories. iv) If the issue is caused by an integration-related problem, sharing the root cause and details of the improvements made to prevent recurrence. If the supply issue cannot be resolved through these improvements, the seller must provide information about their findings regarding the issue and the improvements made.
High Rate of Failure to Supply for	To ensure platform compliance, the inability-to-supply rate may be monitored and measured on a daily	If, on any day meeting the minimum volume threshold (which is a	During the suspension period, it is expected that the seller must

Specified Sellers	basis (measured by the number of products you failed to supply compared to the total number of products you were required to supply) for the sellers that are considered inactive (i.e those that have not sold any products within the last 30 days) ("IA") or new comers (i.e. those that are active less than 90 days) ("NC"). Daily measurement applies in addition to (and does not replace) the existing weekly metrics.	1% unsupplied rate), a seller's inability-to-supply rate equals or exceeds the targeted ratio, the seller's account will be suspended for 7 days, unless the seller provides a justified explanation and supporting evidence, and Trendyol determines, at its reasonable discretion, that the explanation is valid. You can review the performance details through Reports → Sales & Operation segment.	inform Trendyol via the Live Support or the relevant operations representative that the supply issue has been resolved by implementing the appropriate improvements, including: i) Entering product stock levels into the system with a lower quantity than the actual stock (safety stock); and ii) Conducting a stock count specifically for the unsupplied product. Trendyol will notify the seller via Seller Center and/or email when a temporary suspension is applied. Sellers may submit and appeal with supporting evidence through the Live Support.
High Rate of Defective/Wrong/Missing Return Rate	To ensure customer satisfaction, sellers must fulfill all accepted orders. If your Defective, Wrong, Missing Rate (measured by the number of products returned to you due to defective, wrong or missing product reasons compared to the total number of products you were required to supply within the relevant week) performance is above 1%, the corresponding measures set out in the Provision column will apply.	1) If it occurs for the first or second time, the seller shall be warned via mail. The seller is expected to take corrective action and/or submit an objection through the support system. To avoid further disruption, the seller must inform Trendyol of how the issue has been resolved and the	It is expected that the seller must inform Trendyol via the support system or the relevant operations representative that the supply issue has been resolved by implementing the appropriate improvements: i) Color, size, and visual inspections must be controlled for

		measures implemented. 2) If it occurs for the third time, the seller's account will be suspended for 3 days, regardless of whether any action or objection is submitted. 3) If it occurs for the fourth time, the seller's account will be suspended for 7 days, regardless of whether any action or objection is submitted. 4) If it occurs for the fifth time and for every subsequent occurrence, the seller's account will be suspended for 30 days, regardless of whether any action or objection is submitted.	all products. Defective, wrong or missing products must be separated from the stock. ii) Defective, wrong, or missing products that are returned should be analyzed to identify the underlying problem, and corrective actions must be taken. iii) Product reviews must be analyzed in detail to identify any problems with the product, and corrective action should be taken. iv) In the product description section, ensure that all necessary information about the product (fabric details, accessory information if any, product contents, etc.) is complete and accurate. v) While preparing the order, it should be ensured that the product is correct, flawless and complete. vi) Products should be packaged to prevent
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			any damage during the delivery.
High Rate of Defective/Wrong/Missing Return Rate for Specified Sellers	To ensure platform compliance, the defective/wrong/missing return rate may be monitored and measured on a daily basis (measured by the number of products returned to you due to defective, wrong or missing product reasons compared to the total number of products you were required to supply) for the sellers that are considered inactive (i.e those that have not sold any products within the last 30 days) ("IA") or new comers (i.e. those that are active less than 90 days) ("NC"). Daily measurement applies in addition to (and does not replace) the existing weekly metrics.	If, on any day meeting the minimum volume threshold (which is a 1% defective/wrong/missing return rate), a seller's defective/wrong/missing return rate equals or exceeds the targeted ratio, the seller's account will be suspended for 7 days, regardless of whether any action or objection is submitted. You can review the performance details through Reports → Sales & Operation segment.	During the suspension period, it is expected that the seller must inform Trendyol via the support system or the relevant operations representative that the issue has been resolved by implementing the appropriate improvements, including: i) Defective, wrong, or missing products must be identified and removed from the available stock. ii) Returned products and customer complaints must be analyzed, and corrective actions must be taken to prevent recurrence. iii) Product information (e.g. size, color, content, accessories) must be complete and accurate. iv) Before shipment, the seller must ensure that the correct, complete, and defect-free product is prepared. v) Products must be packaged appropriately to

			prevent damage during delivery. Trendyol will notify the seller via Seller Center and/or email when a temporary suspension is applied. Sellers may submit an appeal with supporting evidence through the support system.
Seller Verification	It is applied if seller account information provided during the review stage is not verified.	The seller account will be suspended until the verification is completed.	Sellers are required to provide accurate, complete, and truthful information. Account activation is strictly contingent upon the successful completion of Trendyol's verification process. Trendyol reserves the right to withhold activation until all submitted data is verified at its sole professional discretion.
Suspected Unauthorized Access by Third Parties	Where there is a strong suspicion that a third party has gained access to the seller's dashboard (including, but not limited to, the seller's report of a suspicious transaction, unusual or significant changes to the product catalogue structure, unauthorised login attempts, and similar behaviour indicating that the dashboard is being used by someone else), the seller's account will be suspended for security reasons.	The seller's account will be suspended immediately.	The seller may request that their account be reactivated by contacting the Live Support in the Seller Center. To this end, the seller must fully complete the necessary checks and verification steps regarding their identity and authorisation in order for the account to be made accessible again. Once this verification process has been successfully completed, the

			account will be reactivated.
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B. Restrictions on the Sale of Products

The Reason	Description	The Action taken by Trendyol	The Action needs to be taken by the Seller
Trademark Infringement	Applies when a valid trademark infringement notice is received regarding a product listing.	Immediate Product Closure, within no more than 48 hours	The Seller must submit a valid objection via Live Support including supporting documentation such as an invoice chain (provided that each line item on any such invoice reflects a minimum quantity of ten (10) units of the same product (same SKU or EAN), failing which the line item or the invoice may be rejected) or authorization document evidencing that the products were sourced from the brand owner or an authorized distributor/seller. Additional documentation may be required in line with applicable regulations. If the objection is accepted, the listing may be reinstated.
Violation of Personal Rights	Applies when a valid violation report is received.	Close the product immediately, within 48 hours.	The Seller must submit documents demonstrating their ownership rights via Live Support and if the Seller's objection is deemed valid, the products will be made available for sale again.

Products with Strong Suspicion of Inauthenticity	Applies when a product is identified as carrying a strong suspicion of being inauthentic.	Immediate Product Closure	To reactivate the product, the seller must submit an invoice chain evidencing that the products were sourced directly from the brand owner or an authorized distributor/seller (provided that each line item on any such invoice reflects a minimum quantity of ten (10) units of the same product (same SKU or EAN), failing which the line item or the invoice may be rejected). Alternatively, the Seller may provide an official authorization certificate confirming their status as an authorized reseller. Documents must be submitted via Live Support. The product will only be reactivated if the uploaded documents are deemed valid by Trendyol.
Utility Model/Patent Infringement	Applies when a valid notice alleging infringement of a registered patent or utility is received for a listed product.	Immediate Product Closure, within no more than 48 hours	To request reinstatement, the Seller must submit a valid objection via Live Support, including a complete invoice chain or an authorization document demonstrating that the products were obtained from the patent or utility model holder, or a party authorized by them. Additional supporting documentation may be required in accordance with applicable laws. The product will only be reactivated if the uploaded documents

			are deemed valid by Trendyol.
Infringement of Copyright	Applies when a valid notice of alleged copyright infringement is received for a listed product.	Immediate Product Closure, within no more than 48 hours	To request reactivation, the Seller must submit documentation via Live Support, including an invoice chain that traces back to the copyright holder or an authorized distributor/seller, or evidence of a valid license or other rights granted by the copyright holder to use the protected work. Additional relevant documents may be required in accordance with applicable law. The product will only be reactivated if the submitted documents are deemed valid by Trendyol.
Infringement of Design Rights	Applies upon receipt of a valid notice of violation.	Immediate Product Closure, no more than 48 hours	Sellers must submit the invoice chain or authorization document showing that the Seller purchased the products from the design owner and other information and documents in line with the applicable laws via Live Support. If the Seller objection is found be valid, the products will be opened for sale.

Geographical Indication Infringement	Applies when a product is listed using a protected Geographical Indication (GI) without proper authorization or certification.	Immediate Product Closure, within no more than 48 hours	To request reinstatement, the Seller must submit documentation via Live Support demonstrating that they are authorized to use the protected GI. This may include registration certificates, authorization from the registered GI holder group, and other documents required under applicable EU or national laws. The product will only be reactivated if the submitted documents are deemed valid by Trendyol.
Unsuitable Product for Sale	Applies when the sale of a product is prohibited under applicable law or is not permitted on the Trendyol platform in accordance with the Platform Rules.	Immediate Product Closure, within no more than 48 hours	The Seller may request reactivation of the product by updating the product's images and descriptions to comply with the relevant legal requirements and Platform Rules. Sellers may contact Live Support for clarification regarding the status of the product. If the Seller submits documentation via Live Support proving that the product complies with applicable rules and the documentation is deemed valid by Trendyol, the product may be reinstated. Before submitting a request, the Seller is advised to review Trendyol's policy on Products Not Suitable for Sale.

Illegal Product	Applies when a product is identified as illegal under applicable law and therefore prohibited from being sold online.	Immediate Product Closure, within no more than 48 hours	The Seller may request reinstatement by submitting documentation via Live Support proving that the sale of the product is lawful under applicable legislation. The product will only be reactivated if the submitted documents are deemed valid by Trendyol.
Official Authority Decision	Applies when a legally binding decision from a competent authority or court—such as a product recall, ban, or removal order—is issued and communicated in accordance with applicable legislation, including the General Product Safety Regulation (EU) 2023/988.	Immediate Product Closure	The Seller may request reinstatement of the product by updating the product's images and descriptions in accordance with applicable rules and regulations. Sellers may also contact Live Support to obtain more detailed information about the restriction. Reactivation will only occur if the conditions of the authority's decision permit it and any required corrective actions have been duly implemented and verified.
Incorrect Barcode Entry	Applies when the barcode entered for a product listing does not match the barcode registered in the system.	Immediate Product Closure	The Seller must re-upload the product using the correct global barcode. For further assistance, Sellers may contact Live Support.
Faulty Brand	Applies when the brand specified in the product name or description does not correspond to the actual brand of the product.	Immediate Product Closure	Listings with incorrect brand information will not be reinstated. The Seller must create a new listing using the correct brand information.
Faulty Image	Applies when the uploaded product image does not match the actual product, or if there is a valid suspicion that the image misrepresents the product.	Immediate Product Closure	Listings with incorrect images will not be reinstated. The Seller must upload the product again with accurate and representative images.

Incorrect Use of Licensed Products	Applies when there is reasonable suspicion, based on valid evidence, that a product image includes content protected by copyright or other intellectual property rights owned by third parties.	Immediate Product Closure, within no more than 48 Hours	The Seller may submit a valid objection via Live Support, including documentation proving ownership or authorization to use the protected content. The product will only be reactivated if the objection is accepted and the documents are deemed valid by Trendyol.
Sale of Products with Incorrect Quantity or Measurement Information	Applies when there is a discrepancy between the quantity, weight, volume, or measurement specified in the system and that of the actual product.	Immediate Product Closure	The Seller must update the product name and description to match the correct quantity or measurement. For support, the Seller may contact Live Support.
Failure to Supply	Applies when the Seller cancels an order due to lack of stock or is otherwise unable to fulfil the order.	Immediate Product Closure	The affected product will appear in the "Products in Appeal Process" > "Revision Needed" section. The Seller may review stock availability and republish the product by manually updating the inventory quantity.
Incorrect Category	Applies when the product is listed under an incorrect or irrelevant category, particularly where no logical relationship between the product and the category exists, or where the miscategorization is deemed to interfere with platform functionality.	Immediate Product Closure	The Seller may contact Live Support and submit a corrected product list with updated category assignments and mandatory field attributes in the required format for the product to be republished.
Misuse	Applies when product information includes behavior contrary to the Platform Rules, such as disparaging another Seller's product, making counterfeit accusations, or redirecting	Immediate Product Closure	Listings containing abusive or non-compliant content will not be reinstated. The Seller must relist the product with accurate, compliant, and neutral content.

	customers to their own listings.		
Publicity Ban	Applies when the product listing (including title, description, or images) contains prohibited promotional content, such as references to external platforms, websites, addresses, or telephone numbers, in breach of the Platform Rules.	Immediate Product Closure	Listings with content that violates platform rules cannot be reinstated. The Seller must create a new listing using content that fully complies with the Platform Rules.
Inappropriate Image Usage	Applies when product images contain visual elements (e.g. photographs, illustrations, or drawings) that are contrary to applicable laws, general public morality, or public order, and may be considered sensitive or offensive to customers. This includes, for example, explicit imagery depicting product use in sexual wellness or fantasy product categories.	Immediate Product Closure	The Seller may request reactivation by updating the product images and descriptions in accordance with the applicable Platform Rules. For clarification regarding the restriction, the Seller may contact Live Support. The product will only be reactivated if the revised content complies with all applicable standards.
Low Operational Performance of the Product Applies when a product demonstrates weak performance based on one or more of the following metrics: (i) High Defective/Wrong/Missing Product Return Rate, (ii) Low Product Score, (iii) High Rate of Failure to Supply, and/or (iv) Negative Product Reviews. These may lead to reduced visibility or removal from sale.	High Defective/Wrong/Missing Product Return Rate In the event that the ratio of return due to defective, incorrect, missing products exceeds the threshold of 1% in relation to the Seller's total sales, the visibility of the relevant products may be temporarily or permanently restricted to maintain customer satisfaction. Low Product Score If there is an increase in negatively voted scores (1 and 2 are considered as low	Immediate Product Closure	High Defective/Wrong/Missing Product Return Rate Sellers are expected to minimize returns caused by defective, incorrect or missing products by ensuring appropriate packaging, visual inspections, and overall product quality control. The following measures should be implemented: 1) Color, size, and visual checks must be conducted for products; defective items must be identified and be

	(negative) scores), the visibility of the relevant products may be temporarily or permanently restricted to protect customer satisfaction. High Rate of Failure to Supply If the proportion of unsupplied products relative to the Seller's total sales exceeds the threshold of 1%, the visibility of the affected products may be temporarily or permanently restricted to maintain customer satisfaction. Negative Product Reviews If there is an increase in negative product reviews—such as comments indicating the product was incorrect, defective, or otherwise failed to meet performance expectations—the visibility of the affected products may be temporarily or permanently restricted to maintain customer satisfaction.		separated from the inventory. 2) Products returned due to defects, incorrect items, or missing components should be thoroughly analyzed to identify the underlying issue, and appropriate corrective actions should be taken. 3) Product reviews should be examined in detail to identify any recurring issues, and appropriate corrective actions should be implemented. 4) Product descriptions must include complete and accurate information, such as fabric details, accessory components (if applicable), and overall product content. 5) During order preparation, Sellers must ensure that the contents are accurate, complete, and free from defects. 6) Products must be packaged securely to prevent any
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			damage during transportation. Low Product Score You should examine the reviews of your products, identify those with low scores and take necessary actions. High Rate of Failure to Supply You should manage your stocks on other platforms separately and perform stock counting and quality control. You must complete the "Failure to Supply Rate Improvement Tips" training. During the period of suspension, the Seller must inform via "support" or the relevant operations officer that the inability to supply has been resolved by performing the following improvements as appropriate: i) Entering product stocks into the system as 2 units less than the current stock (safety stock) ii) Stocktaking for the product that cannot be supplied iii) If the problem persists, stocktaking in all product groups iv) If it is an integration-related problem, sharing the cause of the problem and the details of
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			the improvement made to prevent it from happening again Negative Product Reviews You should analyze customer reviews — such as comments regarding incorrect or defective products— to identify areas for performance improvement.
Violation of Product Listing Rules / Content Quality	Applies when a product listing is found to be in breach of the Platform's product listing rules or content quality standards, including but not limited to listings that contain unauthorized health claims.	Immediate Product Closure	Listings that violate product listing rules or content quality standards will not be reinstated. Sellers must create a new listing using accurate, compliant, and appropriate content.
Incorrect, Incomplete, or Insufficient Product Safety or Traceability Information	Applies when the product safety or traceability information (including the details of the EU Responsible Person in the context of the GPSR) and legally required warnings provided by the seller consumers are found to be incorrect, incomplete, or insufficient under the applicable legislation and product safety or traceability standards within the scope of market surveillance authorities.	Immediate Product Closure	The product will appear in the "Products in Appeal Process" > "Revision Needed" section in the Seller Center. The Seller may correct the safety or traceability information (including the details of the EU Responsible Person in the context of the GPSR) and republish the product once compliance is ensured.
Products Announced as Unsafe for the First Time	Applies when a product is officially identified or notified as unsafe by a competent market surveillance authority for the first time.	Immediate Product Closure, Within 24 Hours	The Seller may submit documentation via Live Support demonstrating compliance with applicable product safety legislation. The product will only be reactivated if the submitted

			documents are deemed valid by Trendyol.
Products in Violation of Product Safety Legislation	Applies when a product is confirmed to be non-compliant with product safety legislation or officially announced or notified as unsafe by the relevant authority.	Immediate Product Closure, Within 24 Hours	The Seller may submit documentation via Live Support proving that the product complies with applicable legislation. Reactivation is subject to Trendyol's validation of the submitted documents.
Closure of the Relevant Category	Applies when Trendyol decides to discontinue the sale of a specific product category, resulting in the deactivation of all listings under that category.	Immediate Product Closure, Within 24 Hours	Affected products will not be reactivated for sale.
Products Notified as Unsafe by an EU Member State	Applies when Trendyol is notified by any EU Member State that a product is unsafe, resulting in the deactivation of the listing and notification of customers if a recall decision is made.	Immediate Product Closure, Within 24 Hours	All identified listings will be closed and affected products will not be reactivated for sale.
Products Identified as Unsafe via EU Market Surveillance Databases	Applies when a product is identified as matching an unsafe product listed on EU market surveillance databases, including Safety Gate or other EU market surveillance systems, resulting in the deactivation of the listing and notification of customers if a recall decision is made.	Immediate Product Closure, Within 24 Hours	All identified listings will be closed and affected products will not be reactivated for sale.
High-Deci	Applies when a product's package dimensions or volumetric weight ("desi") exceed the operational transportation limits set by the Platform in the product upload page of the Seller Center and/or outlined in the Shipping Partner guidelines in the Seller Information Center,	Immediate Product Closure	The Seller may request reinstatement by providing the product's dimensions/weight and packaging information so that the item can be shipped within the Platform's operational limits, and by submitting supporting documentation (e.g., photos showing

	or when the listing lacks accurate dimensions/weight (where required) and the item is reasonably assessed to exceed those limits.		measurements on a ruler/tape, packaging specification sheet, carrier label/invoice). Sellers may contact Live Support for clarification regarding the status of the product. If the Seller submits documentation via Live Support proving that the product complies with applicable operational transportation limits and the documentation is deemed valid by the Platform, the product may be reinstated.
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Annex 6.3: Trendyol Pays Shipping Model – SHIPPING FEES

The Shipping Fees set out in these Annexes apply exclusively to Sellers who are eligible for and use the Trendyol Pays Shipping Model.

Annex 6.3.1: Trendyol Pays Shipping Model – SHIPPING FEES (For sellers whose warehouse is located in Romania)

Applicable to Sellers whose designated warehouse is located in Romania, for:

- Shipments and returns from the Seller's designated warehouse in Romania to customers located in Romania, Greece and Bulgaria.

ROMANIA TO ROMANIA (RON)	ROMANIA TO GREECE (EUR)	ROMANIA TO BULGARIA (EUR)
-This price list is used for both deliveries to customer & return deliveries. -VAT shall apply if applicable. -The Seller acknowledges that any packages exceeding 40 desi for FAN Courier or 31.5 desi for DPD Romania, whether by volumetric or actual weight, may be refused by the courier or returned to the Seller. -In case of multi box deliveries by FAN Courier, a fee of 4.1 RON per additional boxes shall be reflected to the Seller and charged in addition to the Shipping Fees outlined below.	-This price list is used for both deliveries to customer & return deliveries. - VAT shall apply if applicable. -The Seller acknowledges that packages exceeding 31.5 in either volumetric or actual weight may be refused or returned to the	-This price list is used for both deliveries to customer & return deliveries. - VAT shall apply if applicable. -The Seller acknowledges that packages exceeding 31.5 in either volumetric or actual weight may be refused or returned to the

			Seller.		Seller.	
Volumetric or Actual weight (kg) whichever is higher	FAN Courier	DPD Romania	FAN Courier	DPD Romania	FAN Courier ((starting from 15th September))	DPD Romania
0-1	10.55	11.29	2.95	3.64	2.62	2.62
1-2	10.55	11.29	2.95	3.64	2.74	2.67
2-3	10.55	11.29	3.14	3.71	2.87	2.67
3-4	11.31	12.60	3.34	4.56	3.05	3.08
4-5	12.07	13.38	3.53	5.41	3.18	3.35
5-6	12.83	14.55	3.72	6.26	3.32	3.63
6-7	13.59	16.15	3.91	7.11	3.45	3.90
7-8	14.35	18.20	4.11	7.95	3.58	4.18
8-9	15.11	20.44	4.30	8.80	3.71	4.45
9-10	17.38	21.92	5.27	11.35	5.01	5.35
10-11	17.38	21.92	5.27	11.35	5.01	5.35
11-12	17.38	21.92	5.27	11.35	5.01	5.35
12-13	19.66	24.51	6.07	13.90	5.61	6.24
13-14	19.66	24.51	6.07	13.90	5.61	6.24
14-15	19.66	24.51	6.07	13.90	5.61	6.24
15-16	23.46	36.60	7.09	18.14	6.63	7.71
16-17	23.46	36.60	7.09	18.14	6.63	7.71
17-18	23.46	36.60	7.09	18.14	6.63	7.71
18-19	23.46	36.60	7.09	18.14	6.63	7.71
19-20	23.46	36.60	7.09	18.14	6.63	7.71
20-21	27.78	41.34	8.22	22.38	7.64	9.19
21-22	27.78	41.34	8.22	22.38	7.64	9.19
22-23	27.78	41.34	8.22	22.38	7.64	9.19
23-24	27.78	41.34	8.22	22.38	7.64	9.19
24-25	27.78	41.34	8.22	22.38	7.64	9.19
25-26	31.65	46.18	9.35	26.62	8.66	10.67
26-27	31.65	46.18	9.35	26.62	8.66	10.67
27-28	31.65	46.18	9.35	26.62	8.66	10.67

28-29	31.65	46.18	9.35	26.62	8.66	10.67
29-30	31.65	46.18	9.35	26.62	8.66	10.67
30-31	35.92	48.18	10.35	27.62	9.66	11.67
31-32	35.92	2 RON per additional actual or volumetric weight	1 EUR per additional actual or volumetric weight	1 EUR per additional actual or volumetric weight	1 EUR per additional actual or volumetric weight	1 EUR per additional actual or volumetric weight
32-33	35.92					
33-34	35.92					
34-35	35.92					
35-36	40.78					
36-37	40.78					
37-38	40.78					
38-39	40.78					
39-40	40.78					
above 40	1 RON per additional actual or volumetric weight					

Annex 6.3.2. Trendyol Pays Shipping Model – SHIPPING FEES (For sellers whose warehouse is located in Poland)

Applicable to Sellers whose designated warehouse is located in Poland, for:

- Shipments and returns from the Seller's designated warehouse in Poland to customers located in Romania.

POLAND TO ROMANIA TRENDYOL PAYS MODEL SHIPPING FEES (EUR)
-This price list is used for both deliveries to customer & return deliveries. -The Seller acknowledges that packages exceeding 31.5 in either volumetric or actual weight may be refused or returned to the Seller. Shipping fees for both delivery to the customer and return to the Seller for these packages will be charged to seller according to the price list below. - VAT shall apply if applicable.

Volumetric weight or Actual weight (kg) whichever is higher	Deliveries to customer: Packeta Returns: FAN Courier
0-1	4.61
1-2	4.61
2-3	5.00
3-4	5.00
4-5	5.00
5-6	6.00
6-7	6.00
7-8	6.00
8-9	6.00
9-10	6.00
10-11	8.00
11-12	8.00
12-13	8.00
13-14	8.00
14-15	8.00
15-16	10.50
16-17	10.50
17-18	10.50
18-19	10.50
19-20	10.50
20-21	12.00
21-22	12.00
22-23	12.00
23-24	12.00
24-25	12.00
25-26	14.00
26-27	14.00
27-28	14.00
28-29	14.00
29-30	14.00

30-31	16.00
above 31	1 EUR per additional actual weight (kg) or volumetric weight

Annex 6.3.3. Trendyol Pays Shipping Model – SHIPPING FEES (For sellers whose warehouse is located in Greece)

Applicable to Sellers whose designated warehouse is located in Greece, for:

- Shipments and returns from the Seller's designated warehouse in Greece to customers located in Greece.

GREECE TO GREECE TRENDYOL PAYS MODEL SHIPPING FEES (EUR)		
-This price list is used for both deliveries to customer & return deliveries. - VAT shall apply if applicable. -The Seller acknowledges that packages exceeding 30 dimensional weight for ACS Courier and 10 dimensional weight for Boxnow in either volumetric or actual weight may be refused or returned to the Seller.		
Volumetric or Actual weight (kg) whichever is higher	ACS Courier	<i>(applicable on and after 24th August)</i> BoxNow (Out-of-Home delivery only)
0-1	1.17	0.88
1-2	1.17	0.88
2-3	1.28	0.88
3-4	1.66	0.88
4-5	2.04	0.88
5-6	2.42	0.88
6-7	2.80	0.88
7-8	3.19	0.88
8-9	3.57	0.88
9-10	3.95	0.88

10-11	5.86	Continues as 0.88 EUR per additional actual or volumetric weight
11-12	5.86	
12-13	5.86	
13-14	5.86	
14-15	5.86	
15-16	7.76	
16-17	7.76	
17-18	7.76	
18-19	7.76	
19-20	7.76	
20-21	9.67	
21-22	9.67	
22-23	9.67	
23-24	9.67	
24-25	9.67	
25-26	11.58	
26-27	11.58	
27-28	11.58	
28-29	11.58	
29-30	11.58	
30-31	12.58	
31-32	1 EUR per additional actual or volumetric weight	
32-33		
33-34		
34-35		
35-36		
36-37		

37-38
38-39
39-40
above 40

Annex 6.4: Advertising Rules

The Ads Management Feature is a marketing feature available to all Sellers, who offer products in Romania, to increase the visibility of their products offered for sale on the advertisement area of the Trendyol platform. If the Seller uses this feature and creates an advertising campaign, the visibility of the Seller's products will be increased, and the products will be marked with a 'Sponsored' badge on the Platform to ensure transparency for purchasers.

I. Trendyol Advertising Features:

A) Eligibility

The Ads Management Feature is available to all Sellers who offer products in Romania.

B) Advertising Balance and Payment

To use the Ads Management Feature, Sellers must maintain a sufficient advertising balance, which can be funded by transferring amounts from the Seller's available receivables (total balance) on the Trendyol platform. The advertising budget allocated by Sellers will be deducted from the Seller's total balance and reflected to their advertisement balance.

Once funds are transferred to the advertising balance, they are non-refundable and may only be used for Ads Management Feature. Sellers shall have no right to withdraw, transfer, or reallocate such funds back to their total balance.

The advertising balance is used to place product or keyword-based advertisements and increase product visibility within the advertisement area of the Trendyol platform.

Sellers may use the Ads Management Feature to configure campaigns, including selecting products, setting advertising budgets, determining campaign duration and deciding the number of products to advertise.

Campaigns created with the Ads Management Feature may be paused or canceled at any time. If a campaign is paused or terminated before the allocated advertising budget is fully consumed, the unused portion will remain in the Seller's advertising balance and can be used for future campaigns. However, such unused amounts shall remain non-refundable and non-withdrawable under all circumstances.

C) Trendyol Advertising Rules:

Sellers must ensure that all advertised products under these Advertising Rules comply with all applicable laws, regulations, and Trendyol's Platform Rules, including the section "*Products Not Suitable for Sale on the Trendyol Platform*".

1. Products that are prohibited from being listed on the Trendyol platform or are subject to sales restrictions under applicable laws or Trendyol's policies may not be advertised.
2. Advertising is strictly prohibited for:
 - Products that are not available for online sale; or
 - Products inappropriate for individuals under 18 years of age; or
 - Products that infringe third-party intellectual property rights, including but not limited to trademarks, patents, copyright, trade dress and/or products images; or
 - Products that are illegal or unregistered under any applicable laws; or
 - Any product or advertisement that breaches any applicable laws.
3. Trendyol reserves the right to review, suspend, or reject any advertisement campaign at its sole discretion at any time, including in cases of non-compliance with these rules or applicable laws.
4. Trendyol further reserves the right, at its sole discretion, to modify, suspend or discontinue any advertising formats, features or pricing, and to introduce new advertisement types or revise the applicable policies from time to time. Sellers are responsible for reviewing and complying with the then-current advertising terms and Platform Rules.
5. In the event that a campaign is rejected or removed, Sellers may contact Live Support via the Seller Center for clarification.
6. Trendyol makes no guarantee regarding the performance, visibility or outcomes of any advertisement on the Trendyol platform and shall not be liable for any direct or indirect loss resulting from the use of the Ads Management Feature.

Annex 6.5: RETURN POLICY

Applicability. This Return Policy, as set out in this Annex, applies exclusively to:

- (i) Sellers located in Romania and Poland offering products to customers located in Romania; and
- (ii) Sellers located in Bulgaria offering products to customers located in Bulgaria.
- (iii) Sellers located in Greece offering products to customers located in Greece.

General Information

This Return Policy sets out the rules and procedures applicable to all product returns initiated by customers* in Romania. The purpose of this policy is to ensure a fair, transparent, and legally compliant return experience for both customers and sellers.

Under applicable consumer protection laws, customers have the right to return products for a variety of reasons, including the **right of withdrawal, defective, damaged, or missing products, or other circumstances defined by law.**

When a return is initiated, the **seller is responsible for evaluating the return request** in accordance with this policy. The seller must either approve the return or provide a clear rejection reason, supported by appropriate evidence (such as photos, tracking information, or inspection records).

If the seller approves the return request of the customer, the customer will be refunded and the purchase price will be deducted from the seller's receivables.

In the event of a rejection by the seller, the case will be escalated to Trendyol's Disputed Returns Team, which will review the return details and the documentation submitted by both the customer and the seller. The purpose is to ensure that all return decisions are handled fairly, transparently, and in compliance with EU and national consumer protection law.

Sellers are expected to act in **good faith** and in a **timely and transparent manner** throughout the return process. Clear communication, accurate documentation, and adherence to the timelines outlined in this policy are essential for ensuring a smooth return experience and maintaining customer trust.

**Please note that in accordance with EU and national consumer protection laws, all customers are treated as consumers for the purposes of this policy.*

1.Return Process

1.1. Request

A. Right of Withdrawal

Return Processes Within the Scope of the Right of Withdrawal

Customers have the legal right to withdraw from a purchase within **fourteen (14) calendar days** from the day following delivery of the product, without giving any reason. As part of our policy, Trendyol extends this period to **thirty (30) calendar days** (the "**Return Period**").

Customers may initiate a return request within the Return Period by contacting the Trendyol customer support through **Trendyol customer support**. This process allows customers to view their order details and request a unique code ("**Return Code**") via Trendyol customer support.

- Return Codes are valid for **fourteen (14) calendar days** from the date of issuance.
- Before the Return Code is created, providing a return reason is requested from the customer during the return initiation process.
- Once a Return Code is issued, customers must ship the product **within the fourteen (14)-day validity period** of Return Code, starting from its date of issuance.
- However, in case the Return Code expires, the customer has the right to request a new code, provided the request is made within the Return Period. This is a requirement to comply with the customer's statutory right of withdrawal.

Return Conditions for Products Requiring Special Packaging When Exercising the Right of Withdrawal

Certain product categories, particularly those that are fragile, bulky, sensitive require appropriate packaging during the return process.

The table below outlines category-based return conditions to guide sellers in evaluating return eligibility in a manner that is fair, proportionate, and compliant with applicable consumer protection laws.

Category Group	Return Conditions
Home & Kitchen Products (e.g., kitchen shelves, small cabinets, home decor)	• Products must be returned, where possible, in their original condition and original packaging. • Products must not have been installed, altered, damaged, or used beyond what is necessary for inspection and evaluation of the product's characteristics and functioning. Note: <i>If the seller provides incorrect manuals that lead to improper assembly or damage, the product shall be treated as defective, and the customer is entitled to return it as defective product.</i>
Large Appliances, Furnitures and similar (e.g., refrigerator, television, sofa and other products that require assembling)	• Products may be returned if unused and unassembled. • If assembled, they must be properly disassembled and securely packaged for return. • Sellers may not reject returns solely because the original packaging has been opened unless resaleability, safety, or hygiene is compromised. Note: <i>If the seller provides incorrect manuals that lead to improper assembly or damage, the product shall be treated as defective, and the customer is entitled to return it as defective product.</i>
Small Appliances & Electronics (e.g., blenders, hairdryers)	• Products must be returned with all original accessories and manuals. • Products must be undamaged, unaltered or used other than the ordinary use or inspection. Note: <i>If the seller provides incorrect manuals that lead to improper assembly or damage, the product shall be treated as defective, and the customer is entitled to return it as defective product.</i>
Telecommunication Devices & IT Products (e.g., mobile phones, laptops)	• Products must be returned with protective seals intact when possible. • Unsealed products may still be returned unless they show signs of use beyond what is necessary for inspection.
Cosmetics, Hygiene & Personal Care Products:	• Returns are only accepted if the hygiene seal or protective packaging is intact.

All products that require "hygiene" and come into contact with human skin, nails, hair, lips and intimate areas	Opened or used products that fall under hygiene-sensitive categories are excluded from the right of withdrawal. Note: <i>If the seller failed to apply the required hygiene seal or protective packaging before delivery, the customer's return request cannot be rejected on hygiene grounds. In such cases, the right of withdrawal remains valid and must be respected.</i>
Food, Supplements & Perishable Goods: Products that lose their properties, decrease or are consumed with use. (e.g., grocery, vitamins, pet food, and similar health or safety-sensitive goods.)	Products that are perishable, consumable, or that deteriorate rapidly are excluded from withdrawal once opened or unsealed.
Other Categories	Products that are returned in a condition showing excessive or improper use beyond what is necessary to inspect or test their characteristics may be excluded from the right of withdrawal. In such cases, sellers must substantiate the return rejection by providing clear and verifiable evidence, such as photographs showing signs of unreasonable wear, contamination, or other damage.

General Examples Where Returns May Be Rejected under the Right of Withdrawal

The right of withdrawal may not apply in the following situations, regardless of product category:

- The product has been **visibly used** beyond normal inspection (e.g., worn textiles, used personal care tools)
- Protective seals or hygiene protections** have been broken (e.g., unsealed cosmetics or oral care items)
- The product has been **assembled or installed improperly**, resulting in damage (except in cases where incorrect manuals were provided by the seller).
- The product shows **visible contamination or damage** (e.g., liquid stains, dents, missing parts)
- The product is **returned incomplete**, missing essential components making resale impossible.
- Consumable or perishable** products have been unsealed or used (e.g., pet food, supplements)

In all such cases, sellers are required to submit supporting evidence, such as photos, technical service reports or similar documentation) to justify the return rejection.

Products Not Accepted Withdrawal

The Seller is not obliged to accept the return of the following products delivered to the customer within the scope of the right of withdrawal. However, a refund request may be made for these products as defective, missing or incorrect products.

Product group	Return is Not Accepted
Digital and Physical Video Games, Software, Licensed Products (e.g., video games, software, licenses)	• These products are considered consumed upon activation or use. • No right of withdrawal applies once digital content has been accessed, downloaded, or activated. Examples not eligible for return under withdrawal rights: • Digital video games and downloadable software • Coupon and subscription codes • Newspapers and magazines • (Digital or Physical) CD/DVDs once unsealed • License keys for software (e.g., Windows, antivirus tools)

B. Return Processes for Defective, Missing and Incorrect Products

Customers may request a return if the product they receive is defective, missing components, or incorrect products. These issues are distinct from standard "change of mind" returns and are subject to specific rules under applicable consumer protection laws.

There are two key periods for initiating a return based on product non-conformity:

During the 30-Day Return Period (Extended Right of Withdrawal): If the customer reports the issue during the Return Period, the return will be handled similarly to right of withdrawal returns, but supporting evidence (such as photos or descriptions) will be required. Once verified, a Return Code will be issued to facilitate the return process.

After the Expiry of the Return Period (Statutory Warranty Period): Customers retain the right to request repairs, replacement, or refunds for defective, missing, or incorrect products under the statutory warranty, which covers a minimum of two (2) years from the date of delivery.

*Please note that **Commercial warranties (voluntary)** offered by the seller or manufacturer may apply in addition to the statutory warranty, but cannot limit or replace the customer's legal rights. For detailed rules regarding seller obligations under the statutory and commercial warranties, including burden of proof, repair timelines, and refund rules, please refer to **Section 4. Disputed Return Process – D. Warranty – Legal and Commercial Warranty Obligations.***

2.Return Delivery Process

Once a return code is issued, the customer must ship the product to the seller or to the designated return address within the validity period of the Return Code, which is fourteen (14) calendar days from the date of issuance.

Returned products must be in undamaged and reusable condition, preferably in their original packaging, and must include all original components and accessories, except in cases involving defective products where the defect reasonably impacts the condition of the product.

2.1. Receiving the Returned Product by the Seller

Following shipment by the customer using the issued Return Code, a **ten (10)-business-day* countdown** begins within the Seller Center to allow for delivery tracking. This timeframe accounts for expected transportation time from the customer to the seller.

The package status needs to be updated “delivered” within this 10-business-day period. This will be done automatically by the courier company. However, it is the seller’s responsibility to check the package status in the Seller Center and contact Live Support if necessary. If the seller fails to check the package status and update it in the system within this timeframe, the return will be automatically approved, the refund will be initiated, and deduct the product value from the seller’s receivables. This safeguard prevents sellers from intentionally avoiding delay or obstruct the customer’s statutory right to withdrawal.

****Note:** Trendyol reserves the right to adjust this timeframe in line with operational demand, campaign periods, public holidays, seasonal volume, and logistics capacity, with prior notice to sellers via email or other designated communication channels.*

2.2 No Action Taken After the Delivery of the Returned Product

After the seller receives the returned product(s), the seller has **two (2) business days**** (the “**Return Action Period**”) to take one of the following actions:

- **Approve the return** (see 2.3), or
- **Initiate a disputed return by selecting the “reject the return request”** (see 2.4)

If the seller **takes no action** within the Return Action Period, the system will automatically approve the return and issue a refund to the customer. The refunded amount will be deducted from the seller’s receivables. For tracking purposes, sellers can see the remaining time until automatic approval in the Seller Center.

*****Note:** Trendyol reserves the right to adjust this period in line with operational demand, campaign periods, public holidays, seasonal volume, and logistics capacity, with prior notice to sellers via email or any other designated communication channels.*

2.3. Approving the refund

If the Seller approves the return, or does not take action at all within the Return Action Period, the system will automatically process the refund and deduct the corresponding amount from the seller's receivables. No further action will be required from the seller, and no dispute process will be initiated.

2.4. Initiate a disputed return by selecting the “reject the return request”

The seller may initiate a disputed return process by rejecting the return request within the Return Action Period.

To initiate a disputed return process, seller must:

- Click on ‘Reject the Return Request’,
- Select an appropriate rejection reason from the list available in the Seller Center, and

- Upload supporting evidence along with a written explanation justifying the rejection based on the selected reason.

Please note that the information provided by the seller in this section will be compared with the return reason given by the customer.

3. Return Reason Validation and Seller Rejection Rights

Sellers are expected to act in accordance with applicable consumer protection laws and must not take any action that delays, restricts, or prevents customers from exercising their legal right to withdraw from a purchase, or the customer's right to return a defective, missing or incorrect products.

It is the seller's responsibility to carefully assess each return request and determine the correct handling based on whether the return falls under the right of withdrawal or involves non-conforming products (defective, missing, or incorrect).

The table below distinguishes between return reasons under the right of withdrawal and return reasons for defective, missing, or incorrect products.

Customer Return Reasons <i>Under the Right of Withdrawal</i>	Customer Return Reasons <i>For Defective / Missing / Incorrect Products</i>
Shipment arrived too late Different from how it was shown/described Too big Too small Changed my mind Other - Other reasons that do not indicate a defect in the product	Incorrect product was sent Defective product was sent Product with missing parts was sent Package was damaged Other claims (originality, technical service etc.)

Any rejection must be properly substantiated by clear and appropriate evidence provided by the seller (e.g., photographs, service reports, inspection documentation).

If a seller rejects a return based on an invalid reason or fails to submit adequate supporting evidence, the customer's return request will be approved in favor of the customer during the dispute resolution process.

Sellers are reminded that rejection rights must be exercised in accordance with applicable consumer protection laws and must not unjustifiably restrict a customer's statutory rights.

Reason for Rejection	Proper Use
The product I sent is not defective	If a seller selects this reason for rejecting a return initiated by the customer due to an alleged defect, the seller must provide clear and sufficient

	evidence proving that the product is not defective, taking into account the nature of the product. If this reason is selected without appropriate supporting documentation (such as inspection reports, photographs, or technical evaluations), the customer's return request will be automatically approved during the dispute resolution process. In cases where the product has been damaged during transportation, the subsequent steps depend on the shipping model applicable to the order: Seller Pays Shipping Model (Seller-Managed Logistics): The seller remains fully responsible for managing delivery and for any damage occurring during shipment. In such cases, the return will be approved in favor of the customer, and the seller must engage with their logistics service provider to initiate a compensation claim process, as liability for in-transit damage prior to delivery lies with the seller. Trendyol Pays Shipping Model (Trendyol-Managed Logistics): If the shipment was managed by Trendyol, the seller must contact Live Support through the Seller Center to initiate the compensation process.
The product received from the customer is wrong	If a customer claims the received product is incorrect, the seller must provide clear evidence that the product shipped matches the product listed and ordered (e.g. photos, serial numbers, SKU codes). If the seller fails to provide such evidence, or if the claim cannot be verified, the customer's return request will be approved in favor of the customer.
The product received from the customer was used	This reason may not be used solely because the returned product shows signs of limited or normal use, such as ordinary inspection, which is permitted during the withdrawal period.

	The right of withdrawal remains valid unless the product is returned in a condition that clearly renders it unfit for resale. To validly reject a return on this basis, the seller must provide visual or documentary evidence showing that the product was used beyond what is necessary for inspection, or returned damaged in a manner affecting its resaleability. If no such evidence is submitted, the customer's return request will be approved. If the seller can demonstrate that the product is no longer suitable for resale, the return rejection may be accepted.
The product received from the customer is defective/damaged	This reason may only be used if the returned product is visibly damaged or deformed due to abnormal use by the customer, beyond what is permitted during the withdrawal period. The right of withdrawal does not apply where the product has been used in a manner that renders it unsuitable for resale. To validly reject a return on this basis, the seller must provide visual evidence (such as photographs or inspection reports) to support the claim. If the product was damaged during the delivery to the customer, or during the return shipment, the return must be approved in favor of the customer. The next steps depend on the shipping model: Seller Pays Shipping Model (Seller-Managed Logistics): The seller remains fully responsible for managing delivery and for any damage occurring during shipment. In such cases, the return will be approved in favor of the customer, and the seller must engage with their logistics service provider to initiate a compensation claim process, as liability for in-transit damage prior to delivery lies with the seller. Trendyol Pays Shipping Model (Trendyol-Managed Logistics): If the shipment was managed by Trendyol, the seller must contact Live Support through

	the Seller Center to initiate the compensation process.
The product received from the customer is missing an accessory/part	If a product is returned without one or more of its original accessories or components, the seller may submit a return rejection request using this reason. The seller must provide clear evidence demonstrating that the product was originally shipped complete and the missing item was not due to packaging or handling errors. If the seller fails to submit sufficient evidence, the customer's return request will be approved. If the customer claims the product was delivered incomplete and returns it for that reason, the seller must prove with supporting visuals/evidence that the product was shipped complete. In the absence of such proof, the customer's return request will be approved.
The package of a hygiene-sensitive product has been opened	For hygiene-sensitive products, the right of withdrawal does not apply if: • The product was sealed upon delivery, and • The seal has been broken or removed after delivery, thereby rendering the product unsuitable for return due to health protection or hygiene reasons. However, this exception does not apply in cases where the product is defective, incomplete, or incorrect, or if the seal was not applied before the delivery, unless the seller can provide evidence to the contrary. The Hygienic Product Packaging Rules training document, shall be available in the Seller Information Center. The sellers are expected to review it to ensure compliance during the order fulfillment and return handling processes.
I will send the returned item for analysis.	Sellers may initiate the analysis process in the following situations: • Upon a customer's request for product analysis; or

	- When the customer selects "Defective Product" as the return reason. The analysis process may only be used for returns based on product defects. It may not be used for returns initiated under the right of withdrawal (e.g., change of mind, wrong size, preference-based returns). The seller can complete the analysis procedure to choose one of the below sections: - No production/manufacturing-related issue was found - The product has been replaced - The product has been repaired Where the seller initiates an analysis: - If the outcome is "No production/manufacturing-related issue was found", the seller must submit an analysis report or technical document as supporting evidence and can reject the return. - If the analysis confirms the presence of a manufacturing defect, the seller must proceed either a refund, replacement, or repair, where appropriate.
I did not receive the return package sent by the customer	If a seller has not received the return package, sellers can select this reason. However, please note that this reason can only be chosen 24 hours after the return status has changed to "Pending Seller Action" in the Seller Center. If the seller claims that the returned product was not received, the seller must provide supporting evidence (e.g., courier confirmation, inbound tracking failure, warehouse scan logs) to substantiate the claim. If the seller fails to submit valid and sufficient evidence, the customer's return request will be approved in favor of the customer.
The item I sent is not incorrect	This reason may be selected if the product returned by the customer does not match the product from the original order. The seller must

	provide visual evidences, such as barcodes, product IDs, or packaging photos that clearly show the discrepancy. If the seller fails to provide such evidence, the customer's return request will be approved in favor of the customer.
I will send the invoice/warranty document for the customer to get support from technical service <i>Note: Warranty document in this context refers to the "Commercial Warranty" as explained in the Section 1 - B. Return Processes for Defective, Missing and Incorrect Products and Section 4 - D. Warranty - Legal and Commercial Warranty Obligations.</i>	This reason may be selected if the customer requests a return due to the missing invoice and/or commercial warranty certificate, and the seller intends to send the required documentation to enable technical service access. The seller must upload or provide the missing invoice and/or commercial warranty certificate within a reasonable timeframe. Using this reason does not affect the customer's right to return the product if warranty service is ultimately not provided, or the issue with the product cannot be resolved through technical service. In such cases, the customer may proceed with a return or refund request in accordance with their statutory rights.

During the disputed return process, the customer's submitted evidence and justification for the return are carefully evaluated by Trendyol alongside the seller's explanation and supporting documentation for rejecting it. If, after this comparison, the seller's rejection appears intended to prevent the customer from exercising their legal right to withdraw or right to return a defective, missing or incorrect product, or if the seller's submitted evidence provided is insufficient to substantiate the rejection, the customer's return request will be approved, and the seller's rejection will be deemed unjustified.

Conversely, if the seller's rejection is supported by adequate and verifiable evidence demonstrating that the customer's return is not legally justified, the return request will be denied, and the customer will be informed accordingly. In such cases, the seller must arrange the return of the product to the customer within **three (3) business days*** from the date of the decision**. Failure to do so will result in automatic approval of the return request and a refund to the customer.

In cases where neither party's evidence clearly establishes fault or adequately supports their respective claims, the customers' return request is taken into account to ensure that their statutory rights are not restricted due to insufficient documentation.

*****Note:** Trendyol reserves the right to adjust this period in line with operational demand, campaign periods, public holidays, seasonal volume, and logistics capacity, with prior notice to sellers via email or any other designated communication channels.

3.1. Analysis Process

Sellers may initiate the analysis process within the Return Action Period if:

- The customer requests an analysis of a potentially defective product; or
- The customer selects “Defective Product” as the return reason during the return initiation.

The purpose of the analysis process is to determine whether the product exhibits a manufacturing-related defect, or whether the reported issue results from customer misuse or external damage.

The seller may only reject a return due to a defect after completing the analysis process and confirming that the issue results from customer misuse.

3.1.1. Scope of Analysis

The seller must not initiate an analysis to delay or restrict the customer's statutory right to withdraw or return a defective product. Analysis may only be applied in cases where the seller has reasonable justification to believe the product was damaged or used in a way that affects its resale value. The analysis process must be conducted in good faith.

3.1.2. Process and Timelines

When the seller initiates the analysis process by selecting the “I will send the product for analysis” option in the dispute application screen, the returned product will be listed under the “Disputed Analysis” tab in the Seller Center.

A **15-calendar-day countdown** begins from the date the analysis is initiated. The seller must submit the final analysis report and outcome within this timeframe.

If the analysis result is not submitted within the 15-day period:

- The system will automatically approve the customer’s return request,
- A full refund will be issued to the customer,
- The amount will be deducted from the seller's receivables.

Delays, incomplete analysis, or missing documentation beyond the prescribed timeframe will result in a refund in favor of the customer.

3.1.3. Outcomes of the Analysis Process

a) Manufacturing Defect

If the analysis confirms the existence of **a manufacturing-related defect**, (i.e., not caused by customer misuse):

- The seller must process the return by choosing one of the following options:
 - **Refund:** In such cases, the Seller must approve the return directly from the Seller Center. Once approved, the refund will be issued to the customer automatically and the purchase price will be deducted from the seller’s receivables.
 - **Replacement or Repair:** The seller may choose to repair or replace the product, where applicable. If the seller chooses such and completes the product replacement or repair, one of the following options “The product has been replaced” or “The product has been repaired” must be selected by the seller. As a result, the return will appear under the “Disputed” section for Trendyol’s disputed returns team review for the final decision **(please see Section 3.1.4. Review by Trendyol Disputed Returns Team)**.

b) No Manufacturing Defect

If the analysis concludes that there is **no manufacturing defect**,

The seller may reject the return by taking the following action:

- Selecting **"No production/manufacturing-related issue was found"**
- Submitting the analysis report along with any supporting documentation to substantiate the selected rejection reason.

3.1.4. Review by Trendyol Disputed Returns Team

If the Seller rejects the return, all analysis-based **rejection requests** are reviewed by Trendyol's **Disputed Returns Team**, which evaluates:

- The analysis findings,
- The customer's original claim,
- The evidence and explanations provided by both the customer and the seller.

Based on this evaluation:

- If Trendyol upholds the seller's rejection, the return request will be denied, and the customer will be informed accordingly.

The seller is then required to hand over the package to the courier company and the package status must be "in-transit" status in the Seller Center, within three (3) business days from the date of the decision. If the seller fails to do take this action within that timeframe, the customer's return request will be approved, the refund will be automatically issued, and the purchase price will be deducted from the seller's receivables.

- If Trendyol approves the return, the customer will be notified that the return has been accepted, the refund will be processed automatically and the purchase price will be deducted from the seller's receivables.

All reviews are conducted based in compliance with applicable consumer protection laws, as well as on the principles of fairness and evidence-based decision-making.

3.1.5. Customer's Right to Object

Where Trendyol's Disputed Returns Team upholds the seller's rejection, the customer shall have the right to object to the decision by contacting Trendyol customer support after being notified of the outcome.

Upon receipt of a valid objection and supporting evidence, Trendyol will conduct a single re-evaluation of the return request by comparing all evidence submitted by both parties, which will be the final decision.

4. Disputed Return Process

Sellers are responsible for ensuring that customers are able to fully exercise their rights under applicable EU and national consumer protection laws. This includes the timely and proper handling of return requests submitted on the basis of:

- The **right of withdrawal**;
- **Product non-conformity** such as defective, missing, incorrect products;
- And other legally recognized grounds for return.

If a seller **unjustifiably rejects** a customer's return request, Trendyol reserves the right to intervene in any case where the seller's rejection appears unlawful or non-compliant with the applicable laws.

In such cases, Trendyol may approve the customer's return request and facilitate both, the return shipment and the refund, in order to ensure that the customer's statutory rights are fulfilled without undue delay or burden.

To validly reject a return during the disputed return process, sellers must follow the procedures outlined in the below **Section 4.1. (Additional Procedures that Sellers Must Follow in the Disputed Return Process)**. A return rejection will only be considered valid when:

- The seller fully complies with the prescribed return procedures; **and**
- The seller submits clear and adequate supporting documentation to justify the rejection.

If a return is rejected and the product is to be returned to the customer, the seller must ensure that the product is handed over to the courier company and the package status needs to be updated to **"in transit"** in the Seller Center **within three (3) business days**. If the seller fails to take this action, the return will be automatically approved, a refund will be issued to the customer, and the product cost will be deducted from the seller's receivables.

To ensure transparency and timely handling, **the remaining time before automatic approval** is clearly displayed in the Seller Center, enabling sellers to track deadlines and take appropriate action.

Please note: In addition to the above, in case of a unjustified rejection, the seller may be held liable for any resulting breach of legal obligations. This may include, but is not limited to, monetary penalties, fines, damages, or operational consequences for non-compliance with applicable law.

4.1. Additional Procedures that Sellers Must Follow in the Disputed Return Process:

A. No Withdrawal Rights Accepted

Products that are excluded from the right of withdrawal, under applicable EU and national consumer protection laws are not required to be accepted for return where the customer's reason is based solely on preference or change of mind (e.g., "I didn't like it," "It didn't fit," or "I ordered the wrong item").

In such cases, sellers must ensure that the return request does not involve a defect, damage, or missing component, and must be able to demonstrate that the product is excluded from withdrawal rights due to its nature or packaging condition (e.g., hygiene-sensitive goods that have been unsealed).

The burden of proof lies with the seller to demonstrate that the product legally falls outside the scope of the right of withdrawal.

B. Defective, Missing and Incorrect Products:

When a return is initiated due to defective, missing, or incorrect product, and the seller wants to reject the return, the seller must also provide visual or written evidence to support the seller's return rejection.

The Seller must:

- Initiate the analysis process without delay;
- Send the product to an authorized service center on the customer's behalf;
- Confirm whether the issue is due to a manufacturing-related defect, supported by technical documentation.

If such evidence is not submitted, the return will be automatically approved as an unjustified rejection.

C. Opened Product Package:

Simply opening a product's original packaging does not invalidate the right of withdrawal, unless the product seal is broken/opened.

If the seller believes the product has been used beyond what is necessary for normal inspection, they must submit clear visual evidence showing that the product is no longer suitable for resale. (e.g., signs of use, contamination, or damage). Without such evidence, the return must not be rejected.

D. Warranty - Legal and Commercial Warranty Obligations:

Legal Warranty (Statutory Warranty)

The **legal warranty** (also referred to as the **statutory warranty**) is a **mandatory obligation** under EU and national consumer protection laws, and applies automatically to all consumer sales. It ensures that the products delivered to customers conform to the contract and are free from defects at the time of delivery. In the EU, the statutory warranty period is a minimum of **two (2) years for new products**.

When a customer submits a justified complaint under the legal warranty, the seller is required to ensure that the product is repaired, replaced, or refunded in accordance with the applicable legislation. In all cases, the seller remains fully liable throughout the statutory warranty period for ensuring that the customer's rights are fulfilled.

All repairs must be completed within **15 calendar days** from the date the product is received. If this deadline is not met, the customer has the right to request a replacement or a full refund.

Burden of Proof Under the Statutory Warranty

During the first year of the statutory warranty period, the burden of proof lies with the seller. This means that if a defect is reported within the first 12 months after delivery, it is presumed that the issue existed at the time of delivery, unless the seller can provide evidence to the contrary.

After the first year, the burden of proof shifts to the customer, who must demonstrate that the defect or issue existed at the time of delivery.

Sellers are expected to process all defective, missing, and incorrect product claims regardless of the expiration of the withdrawal period, and must fully comply with the obligations imposed by consumer protection laws. The seller remains solely responsible for resolving claims arising under the statutory warranty.

Commercial Warranty

The **commercial warranty** is a **voluntary** and **supplementary guarantee** offered at the sole discretion of the seller or manufacturer. It may provide extended coverage beyond or in addition to the legal warranty period, or offer additional services, such as on-site repairs, faster handling, or priority support. If a commercial warranty is offered, the seller is required to provide a written warranty certificate, either in physical form (included with the product) or via a durable medium such as email.

This document must clearly outline the terms and conditions of the warranty, including its duration, scope, exclusions, claims procedure, and the contact information of the warranty provider.

It is important to note that the provision of a commercial warranty **does not limit or replace** the customer's statutory rights under the legal warranty. Sellers must avoid any misleading language or practices that may imply otherwise. Where both the statutory and commercial warranties apply, the customer has the right to choose the appropriate remedy based on the nature of the defect and the protections available under law. Exercising rights under the statutory warranty does not invalidate or waive the protections granted under a valid commercial warranty, and vice versa.

Return Process for Defective Products Initiated During the Statutory Warranty

If a customer initiates a return due to a defect:

- During the first year of the statutory warranty period, Trendyol will create the Return Code upon request and deduct the return shipping cost from the seller's receivables.
- After the first year, if the customer requests a return due to a defect, Trendyol will notify the seller via email or support ticket to discuss and coordinate the appropriate handling of the customer's request.

As outlined in this Return Policy, the Seller must take action within the Return Action Period, including initiating analysis where necessary (as explained above). In all cases, the seller must act in accordance with this Return Policy and applicable consumer protection laws.

If the analysis confirms that the defect is **manufacturing-related** and the seller completes the repair, **OR** if the analysis determines that the product is **fully functional** (no repair required), the seller must:

- **Document the Outcome:** Upload the service report or supporting documentation (confirming either the repair or the "no fault found" result) to the Seller Center.
- **Return the Product:** Ensure the product is handed over to the courier company for return to the customer within **three (3) business days**.

No further action is required unless the defect recurs or the repair is unsuccessful. Sellers must respect and act upon the final outcome of the analysis.

Sellers who fail to comply with these obligations, such as by not providing timely repair support, referring customers to inaccessible service centers, or omitting the required documentation for a commercial warranty, may be held fully liable for resulting claims, refunds, and or regulatory actions.

Trendyol reserves the right to intervene in cases of non-compliance, to ensure that customer rights are protected, and to take the necessary operational or contractual measures.

D. Products Approved for Instant Return (Glass, Liquid, or Perishable Items):

If a product is delivered in a condition that renders it hazardous, unusable, or clearly unfit for resale — for example where the item is expired, broken (e.g., shattered glass), or leaking (e.g., spilled liquids), or otherwise irreversibly damaged — the customer is entitled to a refund after providing sufficient visual proof. In such cases:

- The customer is not required to return the product;

- The customer will be asked to safely dispose the product, at the seller's expenses, where applicable (e.g., leaking chemicals or expired perishables);
- The refund must be issued without undue delay upon receipt and verification of the customer's visual documentation;
- The purchase price shall be deducted from the seller's receivables.

Sellers are not permitted to request the return of items that are clearly broken, leaked, expired, hazardous, or otherwise unrecoverable due to transit damage, where return would impose an undue burden on the customer or pose a health and safety risk.

4.2 Managing Customer Requests Regarding Returns

A. Missing Item or Missing Accessories

Customers may report issues such as **missing products** or **missing accessories** to Trendyol. Upon receipt, Trendyol's support team will notify the Seller via email, support ticket, or other communication channels. Once the notification is issued, the seller is required to respond within **two (2) business days**.

If the seller takes action within two (2) business days: If the seller provides valid evidence within 2 business days, such as order fulfillment videos, warehouse images, or other verifiable, sufficient documentation, showing that the missing item was included in the original shipment, the notification will be closed.

- The submitted evidence must clearly reference the specific customer order and the allegedly missing item or accessories .
- Generic documentation or unclear proof (e.g., stockroom images without showing the product) will not be considered sufficient.
- If the evidence is accepted, the customer will be informed that the order was shipped in full, and no refund or return will be issued.

If the seller does not take any action within two (2) business days: Should the seller fail to respond within the required timeframe of 2 Business Days one of the following will happen:

- If the entire product is missing (i.e., nothing was delivered), the customer will be refunded in full.
- If a part, accessory, or component is missing, the customer will be informed that they may return the incomplete item to the seller and receive a refund upon return.

B. Extra Products:

If a customer **receives an additional product** that was not part of their original order, and this resulted from a seller fulfillment error, the customer may be requested to return the extra product. However, under EU consumer protection law, customers are not legally obliged to return the not ordered product and may keep them without an obligation to pay or any extra cost.

In case the customer wishes to return the extra product:

- Trendyol will create the Return Code and the return shipping costs will be deducted from seller's receivables.
- This process must be handled promptly and in good faith.

- Sellers are expected to cooperate with Trendyol and the customer to resolve such cases efficiently and in compliance with consumer protection laws.

Annex 6.6: SELLER TIERS

Sellers are subject to different tiers considering their net order and net revenue generated in Trendyol. These metrics serve as the primary parameters for our algorithmic classification, aimed at optimizing platform quality, ensuring high fulfillment standards, and rewarding merchant performance. Tier details are explained in the following table and the last trailing 90 days of net revenue and net order will be taken into account for the calculations. In order to clarify the terms, calculated metrics will be defined as following:

- c. Net revenue: means the total revenue amount that is calculated based on the seller's discounted prices after the deduction of returns and cancellations.
- d. Net order: means the total completed order amount that is calculated after the deduction of returns and cancellations.

Sellers can access their seller segmentation details and track their performance level in real-time through Seller Center.

Tiers	Minimum Criteria	Validity	Acquiring	Losing
Tier 5	Net Revenue: 2.225.000 RON AND Net Order: 15.000	30 days grace period is applied before revoking or downgrading the tier status.	Meeting the minimum criteria in the daily rolling calculation.	Loss of status occurs only if you fail to meet the criteria continuously for 30 consecutive days.
Tier 4	Net Revenue: 1.225.000 RON AND Net Order: 5.000	30 days grace period applied before revoking or downgrading the tier status.	Meeting the minimum criteria in the daily rolling calculation.	Loss of status occurs only if you fail to meet the criteria continuously for 30 consecutive days.
Tier 3	Net Revenue: 122.500 RON AND Net Order: 500	Immediate effect (No grace period applied).	Meeting the minimum criteria in the daily rolling calculation.	Immediate loss of status upon any daily rolling calculation drop.

Tier 2	Net Revenue: 22.500 RON AND Net Order: 100	Immediate effect (No grace period applied).	Meeting the minimum criteria in the daily rolling calculation.	Immediate loss of status upon any daily rolling calculation drop.
Level 1	No minimum criteria apply. Tier 1 is the default tier assigned to all sellers who do not meet the criteria for Tiers 2 to 5.		-	-

Exceptional segmentation tags applied to sellers:

- **Newcomers:** Upon listing their first product on the platform, newly onboarded sellers are designated as "New Comers" and automatically assigned to Tier 1 for a fixed 60-day duration to allow for initial operational ramp-up. Following the completion of this 60-day period, or upon achieving Tier 4 or Tier 5 minimum requirements prior to day 60, the Newcomer tag will be removed, and sellers will be dynamically segmented according to the standard rolling calculation criteria.
- **Inactive Sellers:** Sellers with zero (0) completed orders over the trailing 30 days shall be classified as "Inactive" and systematically placed into Tier 1, regardless of their historical metrics. If an inactive seller subsequently generates new sales and meets the necessary criteria during the regular daily rolling calculations, they will be automatically reassigned to the appropriate segment and tier level.
- **Exceptional Performers:** Additionally, If a seller's overall platform performance metrics fall below a general tier threshold, they may still qualify for a higher tier designation as an "Exceptional Performer." This exception applies if the seller meets the specific, objective criteria established for their core product category, as set out in the category-specific matrices below. This ensures that high performance within specialized product categories is fully recognized and rewarded by the platform's ranking system.

No	Category	Tier 5 Net Revenue AND Net Order	Tier 4 Net Revenue AND Net Order
1	Accessories	Net Revenue: 180.000 RON Net Order: 1.700	Net Revenue: 90.000 RON Net Order: 1.000
2	Shoes	Net Revenue: 225.000 RON Net Order: 1.200	Net Revenue: 90.000 RON Net Order: 370
3	Fashion Textile	Net Revenue: 225.000 RON	Net Revenue: 110.000 RON

		Net Order: 3,000	Net Order: 1.400
4	Grocery	Net Revenue: 225.000 RON Net Order: 5.000	Net Revenue: 180.000 RON Net Order: 3.500
5	Cosmetics	Net Revenue: 270.000 RON Net Order: 5.000	Net Revenue: 200.000 RON Net Order: 3.000
6	Consumer Electronics	Net Revenue: 135.000 RON Net Order: 1.000	Net Revenue: 90.000 RON Net Order: 500
7	Home Electronics	Net Revenue: 405.000 RON Net Order: 1.000	Net Revenue: 110.000 RON Net Order: 500
8	Sport & Outdoor	Net Revenue: 450.000 RON Net Order: 4.000	Net Revenue: 90.000 RON Net Order: 550
9	Automotive, Building Materials, Paint, Hobby Products, Toys, Books	Net Revenue: 450.000 RON Net Order: 3.000	Net Revenue: 180.000 RON Net Order: 2.000
10	Home	Net Revenue: 180.000 RON Net Order: 2.000	Net Revenue: 90.000 RON Net Order: 1.000
11	Furniture	Net Revenue: 65.000 RON Net Order: 1.000	Net Revenue: 45.000 RON Net Order: 600

- Well-Known Sellers:** Sellers satisfying the objective brand equity criteria outlined below may qualify for Tier 4 segmentation, subject to a verifiable brand and market presence in the region. The criteria for "Well-Known" status are exhaustively limited to: global multi-marketplace operations, verified worldwide retail store count, active official corporate websites, official and verified Instagram presence, and proven online sales performance benchmarks. Sellers are required to notify Trendyol immediately regarding any changes to their operational or brand status. Trendyol reserves the right, as its sole discretion based on regular market monitoring, to revoke "Well-Known" status, and adjust a seller's segmentation based on standard net revenue and net orders if they fail to maintain the required criteria.
- Group Companies:** If one or more individuals or legal entities directly or indirectly own 50% or more of the shares of a legal entity (the "Parent Company"), the Subsidiary and the Parent Company shall collectively be referred to as the "Group." Consequently, all aforementioned calculations—which are typically performed on an individual seller basis—shall be evaluated collectively for the Group, provided that all entities within the Group shall remain jointly and severally liable for platform obligations. To apply, the Seller must submit a Group request to

Trendyol, accompanied by supporting documentation (such as a share ledger or trade registry extract) proving eligibility. Following approval, should the Group conditions cease to be met, the Seller is obligated to notify Trendyol immediately, and no later than the same calendar day. Trendyol reserves the right to request information or documentation at any time to verify or audit Group status. If the Seller fails to provide the requested documents, fails to make the required notifications, or if it is determined by any means that the Group conditions are no longer met, the Seller shall immediately forfeit all rights and benefits associated with Group status and will be re-segmented on an individual basis.

- **Account Transfer and Contract Assignment:** In exceptional cases where a Seller formally transfers its entire business operations and storefront account to another legal entity (the "Transferee") in accordance with Trendyol's strict Account Transfer Ruleset, the Transferee may request to preserve the historical tier status associated with that account. Such retention of tier status is strictly conditional upon the Transferee successfully passing all mandatory onboarding verifications, including full Know-Your-Customer (KYC) and Anti-Money Laundering (AML) checks. Furthermore, the Transferee must independently fulfill and maintain all criteria, performance standards, and compliance obligations associated with the requested tier level. For the avoidance of doubt, account transfers cannot be completed by merely sharing credentials or passwords; the registered account owner of record remains solely liable for all actions on the platform until the execution of a formal, legally binding contract assignment. Trendyol reserves the absolute right to deny the retention or transfer of the tier status if the Transferee fails to meet the specific tier eligibility requirements, if the structural change arose from a revocation of distribution rights, or if platform integrity, compliance standards, or customer service metrics are compromised during the transition.