

Dropshipzone

Price Comparison Policy

Reference: 300223001

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Dropshipzone suppliers have the option of providing a **recommended retail price** (“RRP”) as a comparison price which is displayed with the product listing. This RRP must be:

- The list price, or recommended retail price, for the product from the manufacturer or authorised distributor; and
- Be a price at which the product is sold, or has recently been sold, in the market

If you cannot provide an RRP that meets these criteria, you must ensure that you do not provide one. It is important that any RRP you provide is genuine, and not false or misleading.

Examples of a false or misleading RRP may be:

- A price at which the goods have not sold on Dropshipzone, or anywhere else;
- An artificially high price designed to show inflated value or savings to retailers (and by proxy their customers); or
- An RRP that cannot be substantiated as current or general market price for the goods (for example, an RRP that has become outdated).

For more information on what constitutes false or misleading practices, please refer to the Australian Competition and Consumer Commission (“ACCC”) Guide for Advertising and Selling [here](#).

As a supplier on Dropshipzone, it is your responsibility to determine your sale prices for products, and also to ensure any RRP or other pricing information you provide is current and accurate and complies with all legal requirements including under the Australian Consumer Law. That includes updating information about your products which is no longer up to date.

Dropshipzone may review your RRPs for compliance with this policy.

Where Dropshipzone detects or considers that information, including RRPs, that you provide is inaccurate or misleading, or otherwise presents risk to retailers, their customers or our platform, we may remove or suppress that information from appearing on the marketplace. In instances where we judge suppliers continually or materially breach this policy, we may take further enforcement action including suspension or cancellation of their account.