

Developer Network Eligibility Criteria & Inclusion Guidelines

The Yahoo!® Merchant Solutions Developer Network and Directory is made available to provide a positive user experience for Yahoo!® merchants seeking and/or utilizing web design and/or web development resources for their Yahoo!® Store or Yahoo!® Merchant Solutions account. The Developer Directory is provided as an informational resource only. Yahoo! does not endorse any developer included in the Developer Directory or warrant any services provided by listed developers.

This document outlines the minimum criteria necessary in order for Yahoo!® to consider including a developer application to the Yahoo!® Merchant Solutions Developer Network and Directory. Nothing obligates Yahoo!® to include any applicant in the Developer Directory. In addition, if an applicant is accepted in the Developer Directory, nothing obligates Yahoo!® to provide any particular placement, to provide any commentary or annotations for the developer, or to continue to include any developer in the Directory. All decisions to include, maintain and/or terminate any developer in or from the Developer Directory are in the sole and absolute discretion of Yahoo!®.

I. Eligibility Criteria

Applicants to the Yahoo!® Merchant Solutions Developer Directory must meet the following minimum criteria in order to be considered:

- a. Websites must provide a generally good user experience with valuable, relevant content regarding the services provided.
- b. Websites shall display contact information, including but not limited to a working contact phone number and working email address.
- c. Any display or other use of Yahoo!® trademarks or logos shall be only as expressly authorized by Yahoo!®.
 - Yahoo!® e-commerce logos are subject to the applicable terms of service and are available at: <http://store.yahoo.com/hostedby.html>
 - Use of the Yahoo!® Brand Features are subject to the applicable terms and conditions and pursuant to the permissions process at: <http://docs.yahoo.com/info/copyright/guidelines.html>
- d. Neither company names nor domain names shall infringe any Yahoo!® company trademark (including without limitation brand guideline violations), copyright or other rights or interests. This includes, but is not limited to, a prohibition against the use of “yahoo” or “y”, in reference to Yahoo!® or its services (e.g., y-merchant-solutions.com), as well as any variations thereof in company and/or domain names.
- e. Websites must display a portfolio page consisting of Yahoo!® Store or Yahoo!® Merchant Solutions e-commerce websites only.
- f. Developers must be able to demonstrate the successful completion of at least 5 projects on Yahoo!® Store or Yahoo!® Merchant Solutions accounts.
- g. Developers may not offer any service that appears to put a merchant at risk of violating the Yahoo!® Terms of Service.
- h. Websites shall not offer competitive e-commerce solutions. Example: Developer XYZ has built a proprietary, custom e-commerce offering which is promoted by Developer XYZ. *This does not restrict the developer from designing on other e-commerce platforms.*
- i. The sending of Unsolicited Commercial Email (UCE) to Yahoo! Merchants will result in the immediate removal from our Network.
- j. Developers listed in our directory are expected to provide all services advertised on their web sites and are expected to service all referrals from Yahoo! in a timely and

professional manner. Excessive negative feedback from referrals will be cause for removal from the network in the sole and absolute discretion of Yahoo!.

THE CRITERIA PROVIDED ABOVE ARE MINIMUM REQUIREMENTS ONLY, AND YAHOO!, IN ITS SOLE AND ABSOLUTE DISCRETION, MAY CONSIDER OTHER CRITERIA BEFORE ACCEPTING, REJECTING OR REMOVING A DEVELOPER LISTING.

II. Yahoo!® Merchant Solutions Developer Directory Listing Requirements:

<http://developernetwork.store.yahoo.com/>

To be listed in the Developer Directory, the following data must be made available to Yahoo!®. All information will be verified and must be promptly updated as necessary by the developer. Failure to provide or update this information in full will result in denial of application or continued inclusion:

- a. Company Name
- b. Address, City, State, Zip, Country
- c. Phone Number
- d. Business Contact Name (someone who will respond to inquiries from prospects)
- e. Email Address (for public business inquiries)
- f. Website Address
- g. URL to Yahoo!® Specific Portfolio (only Yahoo!® Stores or Yahoo!® Merchant Solutions accounts may be listed in this portfolio)
- h. Company Description (limited to 500 characters, including spaces)

Directory Placement

Placement and inclusion in the Yahoo!® Merchant Solutions Developer Directory is at the sole discretion of Yahoo!®. Developers may request to be included in specific categories as long as they have applicable content on their website, but are not guaranteed inclusion in or placement within desired categories.

Developers are eligible to re-apply every 6 months. Listings may be modified or removed without notice at any time, for any reason as determined by Yahoo!®. The Yahoo!® Merchant Solutions Developer Network Eligibility and Inclusion Guidelines are subject to change at any time and without notice.

To prove their inclusion in the directory, listed developers are encouraged to link to their directory listing page from their web site. Along with this link, developers may use the following phrase: "As listed in the Yahoo! Merchant Solutions Developer Directory"