

## Approved Online Stockist Policy

At Carrie Elspeth we recognise the increasing importance of the internet and its growing influence over how people browse, shop, and perceive brands. We have been exploring ways we can uphold the quality of the Carrie Elspeth brand whilst appreciating and promoting companies who have made significant efforts to embrace this new technology.

To achieve “Approved Online Stockist” status and therefore to get a link to your website from ours, we would ask that the following criteria are met or surpassed:

- Approved stockists will not sell via Marketplaces like eBay and Amazon.
- Either imagery provided by Carrie Elspeth, or pre-approved photography is used.
- Your online collection of our jewellery must be extensive and recent.
- The Carrie Elspeth logo must be displayed on your site.
- All products are sold as ‘Carrie Elspeth’, preferably through a Carrie Elspeth category.
- All Carrie Elspeth Items visible on your website are held in stock by you.
- Prompt payments within terms are required on all Carrie Elspeth Invoices.

If you feel you meet all of our criteria and would like to apply to become an approved online stockist, please email us at [sales@carrieelspeth.com](mailto:sales@carrieelspeth.com)