

SECRET SALES

Partner Definition Document

Partner Program

V4.1

SECRET SALES

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2 Compliance

The document summarises the requirements Partners need to adhere to in order to maximise the Partnership opportunity with Secret Sales.

What follows summarises these requirements both in totality, and also by each country that Secret Sales operates within. Therefore, it is critical that the Partner reads both the top sections of this document, but each subsequent section and the specific requirements for each country.

Please note, that in order to launch with us within a country, a supplementary Order Form needs to be completed per country, which can be found at **partners.secretsales.com**.

Furthermore, this PDD forms part of the overall Terms & Conditions. When completing an Order Form for a particular country, you are doing so in agreement with the conditions set out within this document.

Countries

Secret Sales currently operates in the following countries:

- United Kingdom
- Netherlands
- Belgium
- Spain
- Ireland

With the above launch countries in mind, please answer the following questions. If you are not sure, please reach out to your Business Development Manager or Integration Manager.

3 Partner Order Processing & Logistics

3.1 Processing SLAs

Secret Sales require you to process and Accept an Order within 24hrs of receipt.

Following Acceptance, you have 48hrs to pick, pack and ship each Customer Order (72 hrs from the Order Placed date).

Any Order not Dispatched within 72hrs of Order Placement will require upgraded shipping to Next Day, in order to achieve the Customer Delivery SLA

Partners will be notified of any risk during the Processing time via automated communications.

3.2 Delivery SLAs

Secret Sales calculates the SLA from the placement of the order until the first delivery attempt. The day in which the order is placed is classified as Day 0.

Below is a list of the required Delivery SLAs by country.

Country	Preferred SLA	Standard SLA	By Exception only
UK	1-3 Calendar	3-5 Calendar Days	5-7 Calendar Days
Netherlands	1-3 Calendar	3-5 Calendar Days	5-7 Calendar Days
Belgium	1-3 Calendar	3-5 Calendar Days	5-7 Calendar Days
Spain	1-3 Calendar	3-5 Calendar Days	5-7 Calendar Days
Ireland	1-3 Calendar	3-5 Calendar Days	5-7 Calendar Days

Please note, where 5-7 Calendar Days is referenced as a Delivery SLA, this must be met with **explicit agreement** with your Secret Sales Business Development Manager.

Failure to meet these SLAs could result in your listings or entire shop being suspended, or in SLA penalties incurred, in line with your overall Marketplace Agreement.

3.3 Returns

Secret Sales operates a standard 60-day returns policy that can be found [here](#)

- The Customer pays for the first leg of the return shipping.
- The Customer will use the Secret Sales' return portal to return products.
- Depending on the location of the Partners' Returns Location, relative to the location of the customer placing the order, the returns process itself differs.

Scenario 1: Where the Partner Returns Address and the Customer are in the same country

The Secret Sales customer will print off a return label from the Secret Sales portal; which will contain the local returns address of the Partner in the same country. The customer will pay for the local tracked shipping to this address.

Other than specifying your Returns Location within the relevant Secret Sales Mirakl shop, no action is required from the Partner.

Scenario 2: Where the Partner does not have a Returns Location in the same country as the Customer

Secret Sales operates a Returns Hub in each country to cater for Partners who do not have a reverse logistics process or location in every country.

In this process, the Customer will print off a return label from the Secret Sales portal; which will contain the local Secret Sales Returns Hub (RCH) address. The customer will pay for the local tracked shipping to this address.

The RCH will receive and document each return - before packing it onto a container in line with the agreement between the Partner and Secret Sales, before it is sent back to the Partner's chosen returns address.

Please note that this is a costed service, which are outlined below:

Country	Cost of using Secret Sales Returns Hub
UK	£3.00
Netherlands	£3.00
Belgium	£3.00
Spain	£5.00
Ireland	£3.00

In line with Secret Sales' returns policy [here](#), all refunds must be issued within 5-days of reaching the returns warehouse - therefore if the frequency at which returns are being sent back to your DC from the SS RCH is greater than this - it will be necessary for the RCH to process the associated return and notify the Partner and Secret Sales on the approval of a Refund.

The use of the RCH is mandatory if the Partner does not have a localised returns address for the Secret Sales customer.

Note: Please ensure you discuss whether or not you need to use the Secret Sales Returns Hub as part of your launch, as this is a critical component that is sometimes overlooked by Partners.

3.4 Packaging & Courier Requirements

Our requirements are as follows. Orders are dispatched by the Partner in either branded or plain non-branded packaging at the discretion of the Partner. Packaging should be professional in nature, with all written text in a typeface and not handwritten.

- Promotional inserts in order packages are not permitted under any circumstances.
- At the discretion of the Partner, orders may be accompanied by a delivery note that contains customer name and delivery address details, the Secret Sales order number and order lines comprising the product code, product description, quantity, the unit price of the individual product(s) and the total price of the order.
- Variants of dispatch documentation for gifts containing or comprising a 'gift' are not required, and special packaging or wrapping services for gifts are also not required.
- The Partner may use any courier of their choosing as long as it complies with the requirements for delivery and packaging.
- Providing a tracking number is a mandatory requirement of being listed on Secret Sales.

4 Customer Services

Secret Sales' customer service team will handle **all** first line customer enquiries; irrespective of the country in which you are trading.

The Partner must have at a minimum, an English speaking customer services representative, irrespective of the country, who is available for second line customer service enquiries between 9am and 5pm (local time), Monday to Friday via telephone and email.

The details of the Customer Services team should be provided in the relevant field within the Mirakl shop during setup.

All written queries should be responded to within one business day. All enquiries will come from Secret Sales customer services, and **not the end customer**.

Enquiries will typically be of the following nature:

Request Type	Description
Product Information	Secret Sales may get a request for product information from a customer which they are unable to answer and may wish to pass on to the Partner, for example, calf circumference on a boot.
Order Status	Secret Sales may on occasion contact Partner customer services to enquire after the status of an order. This will always be a last resort since we will query our own systems first.
Return Status	Secret Sales may on occasion contact Partner customer services to enquire after the return status of an order.
Cancellation	Secret Sales may on occasion receive a cancellation request from the customer after they have paid for the order and the order is with the Partner. Secret Sales customer services may contact Partner customer services and request that the order is cancelled, but if it has already been processed Secret Sales acknowledges this will not be possible
Invoice	If a customer requests an invoice, then Secret Sales customer services team will contact the Partner to request one.

5 Product Onboarding

5.1 Product Attributes

Secret Sales work, as much as possible, to standard industry product attributes.

As a Partner, you will need to consider what attributes you hold for your products in order to satisfy the minimum level of quality required to enable a product to go live.

Our attribute requirements can be found [here](#). This is a live document and should be checked prior to completing an Order Form.

If you would like more information on the attribute requirements, please contact integrations@secretsales.com.

5.2 Image Requirements

Our image requirements can be found [here](#). These are universal across each country website, and by completing an Order Form, you are confirming you can meet these requirements.

5.3 Product Onboarding

The Secret Sales team is responsible for approving or quarantining the Partner's products on the Secret Sales platform, once products have been uploaded.

It is the responsibility of the Partner to provide products in a compliant format, including images, as a prerequisite to trading on Secret Sales. Secret Sales **does not** manage product uploads on behalf of Partners.

Where a product meets all the required conditions, it will typically launch between 24-48 hours - however approvals are done manually based on the perceived quality of the Partners' data, and therefore if we have continual issues with product data, this process can take longer.

If a product does not meet the required conditions it will be rejected. Products may be rejected due to:

- Validation rules: for example, either the attribute has been left blank; or is not an accepted value
- Quality issue: for example, the description is poor, the categorisation of the product is incorrect, or there is an incorrect image.

These rejections can be viewed in the Catalog Manager [here](#) once you have your Mirakl shops setup. **It is critical that Partners review these regularly.**

If you have products that you believe should be prioritised (i.e. highly seasonable, desirable or have a time specific promotional window) the Partner should notify the Secret Sales Partner Support team (partner.support@secretsales.com) so that products can be prioritised accordingly.

5.4 Product Data Translations

Where possible, it is highly preferable for the Partner to provide translated product data for each of the countries they have decided to launch on.

The majority of our attributes are automatically translated - that is anything considered a fixed value, such as colours, sizes, and gender. Therefore you can provide this information in any language you wish, and it will translate to the localised language.

There are three mandatory pieces of localised data however:

- **Product Name** - the name of the product
- **Introduction / Detailed Description** - the product description
- **Composition** - what material the product is comprised of

This data will need to be specific and translated for the country in question. If you cannot provide the data translated, Secret Sales can offer a translation service. Because however this takes time, it can slow down the onboarding process - and is not the preferred method.

Languages Required per Country

Country	Language(s)
UK	English
Netherlands	Dutch
Belgium	Dutch & French
Spain	Spanish
Ireland	English

Note: Products must only be listed in the primary language native to the country specific website. English language products should not be listed on non-English websites, and will be rejected.

5.5 Product Pricing

The Partner is responsible for setting the price of the product, as well as providing the offer information. The level of discount on an offer should be in line with the agreed commercials set out in the contract.

The two key price fields are as follows:

Attribute	Description
RRP	Full original price of the product in question – this is described as “Price” in our Portal
Discount Price	The actual discounted price of the product in question – this is described as “Offer Price” in our Portal

The product pricing information will be displayed as follows, with the RRP in strike-through, the discount % being automatically calculated in the system, and the offer in bold red font.

~~£40.00~~ (53%) **£19.00**

RRPs should never be artificially inflated to improve the discount message, and any scenario where this is the case will result in either the impacted products, or the Partner’s shop in totality being deactivated as a result.