



Warn Online Reseller Policy

Effective: November 14, 2025

Applies to: All Online Resellers (Direct or Through Distribution)

1. Purpose

- This policy establishes clear rules for online sales and advertising to protect Warn's brand integrity, pricing, and customer experience.

2. Applicability

- This policy applies to all resellers of WARN branded products, regardless of whether products are purchased directly from Warn or through authorized distributors.

3. Online Marketplaces and Social Platforms

- Warn may authorize select resellers to operate as third-party sellers on online marketplaces (e.g., Amazon, eBay, Walmart, ect.).
- Unless authorized by Warn, selling WARN branded products on third-party marketplaces or social platforms (e.g., Facebook, Instagram, TikTok, etc.) is strictly prohibited.
- This restriction applies to all resellers, whether products are purchased directly or through any non-direct reseller.
- No direct selling of WARN branded products to Amazon or any other Marketplace or Social Platform is allowed by any direct account, or reseller of any kind.

4. Other Online Channels

- Sales through private e-tailer or reseller standalone websites are permitted only if the reseller fully complies with Warn's UMP/MAP Policy and branding guidelines.

5. Do Not Sell List (DNS)

- Warn will maintain a comprehensive Do Not Sell List (DNS) of websites that have failed to comply with MAP and online selling policies.
- No WARN branded products may be sold to any entity on the DNS list, either directly or indirectly.
- Warn will provide detailed DNS information, including DBA/AKA data, but each account is responsible for managing and enforcing the DNS list.
 - Warn will not engage in any hands-on DNS list management on behalf of the account.
- Compliance will be actively monitored and enforced.

6. Branding & Advertising

- Only approved product names, descriptions, images, and logos may be used. Do not alter branding or compare WARN products to competitors.
- Bundling WARN products with non-WARN products is prohibited.

- Misleading pricing language and unauthorized brand representation are not allowed.

7. Monitoring & Reporting

- Warn actively monitors online activity for compliance. Report any violations to: policyadmin@warn.com.

8. Acknowledgment & Updates

- All direct Warn customers must follow this policy to continue selling online or fulfilling orders for online resellers.
- Warn may update this policy at any time; updates will be sent to the primary contact.