**Requirements for the placement and content of ads**

**At** **“Internet** **site “Tezbershop**”

**of “Tezber Company” Limited Liability Partnership,** **[tezbershop.kz](http://www.TezBer.com)**

1. **General provisions**
   1. The advertisement can be placed only after registration/authorization on the Site of Internet-platform. The Seller shall pass the verification procedure, read and sign **the User Agreement (Offer) for sellers** on **the “tezbershop” Internet platform of Tezber Company LLP.**
   2. Ads must not contain information that violates the laws of the Republic of Kazakhstan or the rights of third parties, or contribute to such violations.
   3. Ads may only be placed for goods, services, facilities and other offers (hereinafter “goods”) for which the Seller has all necessary rights, licenses, registrations, permits, certificates, etc.
   4. Posted ads are subject to compulsory moderation - checking for correctness and compliance with these rules.
   5. Violation of the rules of publishing ads, receipt of Customers’ complaints about the ads may lead to the blocking of ads and accounts of Sellers;
   6. When submitting an ad that contains information about an activity subject [to licensing](http://online.zakon.kz/Document/?doc_id=31548200&corr=31548200&sub_ids=280000" \l "sub_id=280000" \t "_blank), you must include the number of the current license and who and when it was issued. Otherwise, the ad will be deleted.
   7. By placing an ad, the user agrees to the presence of advertising material on his ad page.
   8. When entering a contact phone number in the ad, make sure that it is turned on and within range of the network. An ad whose phone number cannot be reached for more than 24 hours will be deleted.
2. **General requirements for the posted ads:**
   1. It is necessary to specify **accurate** information in the ad (price, phone numbers where you can be contacted, characteristics, photos, etc.);
   2. The content of the ad must correspond to the heading to which it is submitted. However, the ad may be removed if it does not comply with the rules of the heading to which it is moved;
   3. The “City” field must indicate the city in which the offer (product) is actually located;
   4. The name should not contain any contact information, including website addresses, phone numbers, ICQ, etc.
   5. The name of the ad is published in Russian.
   6. In the title of the ad can not use words that are not directly related to the product, namely attracting attention: a gift, action, low prices, bestseller, a gift bonus, a gift, plus (another product) to the main product, addition, etc.
   7. The photo in the ad must be of high quality, consistent with the title and description of the product.
   8. It is forbidden to use photos and video files without the consent of the copyright holder, which are marked on the goods in order to protect the exclusive rights.
   9. Photos and videos must show only the product itself and must not infringe on the intellectual rights of third parties.
   10. The value of the item is indicated in the national currency of the seller, the possibility of conversion to another currency and a whole number.
   11. The price of the item should not appear in the title of the Ad.
   12. Place ads for a specific existing product that has customer value. You can’t sell abstract, non-existent physical goods on the Internet site.
   13. The sale announcement is based on the sale of goods in your possession and ownership.
   14. The shelf life of the ad on the site (after it has been moved to the archive) is 12 months from the moment it is moved to the archive. At the end of this period the ad will be deleted from the site without the possibility of restoring it.
   15. Found irrelevant ads will be removed by the site moderator without prior warning to the author of the ad.
   16. Do not list items for sale through an auction or bidding process.
   17. If you have sold an item or your offer is no longer relevant for other reasons, remove the ad from publication as soon as possible. Do not change the content of a previously published ad. Including do not upload a photo of another item. Create a new ad for a new offer.
   18. If technically possible and only if the automatic activation function is enabled in the profile, the online marketplace will automatically activate ads after the next maximum posting period expires. If you do not need automatic activation of ads, deactivate it in your profile or contact a support specialist.
   19. Do not place ads without the purpose of concluding a deal for the exact product that is listed in the ad (fictitious ads). Do not place ads for the purpose of lead generation - getting contact data of potential buyers. In the test mode, there are enhanced checks of the relevance of ads to identify fictitious ones.
   20. Remember that placing an advertisement may entail an obligation for you to the potential buyer to conclude and execute the transaction in accordance with the civil legislation of the Republic of Kazakhstan.
   21. Do not post general promotional information without a specific offer. Use a special personal page for this purpose. Advertisements are placed on the website in order to inform users about the possibility and conditions of transactions. The ads themselves as well as the information they contain are not intended to generate and maintain interest in a particular person, his product or service.
3. **Seller is prohibited from:**
   1. Publishing announcements that are similar in content, where it is obvious that it is about the same product, offer, (regardless of the date of their publication). This means that it is forbidden to place repeated advertisements (duplicates) for the same product in different cities or districts. You may not place repeated advertisements (duplicates) for the same product using multiple profiles (including if you are operating within the same company or joint business).
   2. **Placement of a second ad (double) will also be considered if:**

* you will remove the ad from publication or delete it (including before its expiration date), and then place a new ad with the same product, including in a different region or category;
* you will edit the published ad, replacing the item offered with another, and then place a new ad that offers the item from the original version of the old ad.
* If the parameters of an ad are the same as those of another previously posted ad, the later ad is considered a repeat ad and may be blocked.
  1. Site administrator (moderator) will consider posting of repeated announcements (duplicates) as a gross violation of the rules of the Internet Platform.
  2. Express discrimination on racial, national, religious, social grounds, propaganda of violence, hatred.
  3. Post ads for accepting gifts, ordering services, collecting donations, dating, finding, losing, buying, or searching.
  4. Ads for products not allowed to be published on the site:
* Any activity related to weapons (including mock-ups, replicas, toys, etc.).
* Eavesdropping devices.
* Purchase, sale of documents and SRLP (state registration license plate).
* Sale of organs for transplantation.
* Products and services of the sex industry.
* Sale of alcoholic beverages, cigarettes.
* Questionable services: pyramid schemes, network marketing, gambling, selling information about match-fixing, divination, fortune-telling and other similar services.
* Goods/services, the use of which may be aimed at violation of applicable laws of the Republic of Kazakhstan (e.g., license plate flip frames, speedometer adjustment services, services of fictitious exercise of executive functions in a legal entity, etc.).
  1. **The site administrator (moderator) has the right to refuse to publish if:**
* Your ad is impersonal (no full name), does not contain ways to contact the author of the ad (phone number, address, email, etc.)
* The advertisement contains offers of services and goods that are considered illegal or prohibited by the current legislation of the Russian Federation.
* The text of the ad contains profanity, as well as offensive language, including racist and religious language.
* The same ad is placed in several headings.
* The ad contains text with offers from different headings.
* If the ad duplicates an already published offer.
* The ad contains an offer of making money online, working for networking companies, and scams.
* A text ad for the sale of undefined business ideas (recipes, technology, know-how).
* The ad contains an offer whose sole purpose is to promote other Internet resources.
* In the ad, or a photo to it contains links to other ad sites or marketplaces.
* The ad contains more than one object of purchase and sale (must be divided into several ads).
* The ad contains only capital letters in the title or text.
* Occult ads (psychics, magic, divination, etc.)
* Ways to contact the author of the ad are not in the appropriate fields.
  1. Moderators have the right to change ads if they contain information that is inappropriate to the concept of ads. We reserve the right to move an ad to another heading if it is more appropriate for its content.
  2. Only the name of the item, its model and important parameters should be in the title of the Ad, and everything else should be in the description. The name must match the description.

1. **Responsibility .**
   1. The Seller is responsible for the information contained in the ad.
   2. The site is not responsible for transactions made by users, Sellers, Buyers.
   3. Comments to ads and articles that do not comply with these rules and the Law of the Republic of Kazakhstan “On Mass Media” at any time may be removed or corrected by the site administration without permission and without notifying the author of the ad.
   4. The site administration reserves the right not to publish any information related to competing sites/classifiers (logos, photos, brand mentions in the text, publications of contact information).
   5. Copyright infringing ads may be removed without prior notice to the author of the ad, at the request of the copyright holder.
   6. Before you place an ad, it is your responsibility to make sure that all elements of the ad (including photos, videos, links to third-party sites when they are allowed, etc.) are legitimate. ). You will be solely responsible for any violations of law or third-party rights that you commit.
   7. You are solely responsible for distributing ads that lack the required information or contain incorrect information.

**The trading platform has the right to make additions and changes in the text of these rules.**