



Dropship Program

Welcome. If you're reading this then you're likely looking to get started with our dropship program. Our mission is to help businesses like yours grow total annual revenue and profits through selling quality fine diamond jewelry online.

Participation in our dropship program means you'll have access to product data files and high resolution images to load our products on your website and marketplace accounts. Once you make a sale, send the order to us and we'll pull the item, pack it, and ship it for you.

New Account Checklist

Enrollment in our dropship program is easy. If you're a registered business with your state or municipality then you're already halfway there!

*All participants must have a buyer's account established with Gold N Diamonds first. If you've never established a buyer's account with us, use the checklist below to gather the necessary documents and submit them to dropship@gold-n-diamond.com or by fax at **877-271-7790**.*

- Business license or registration certification for the state or municipality from which you operate
- Federal EIN (Employer Identification Number)
- Driver's License
- Completed credit/debit card authorization or open trade terms application

Program Terms and Guidelines

Participation is voluntary. We ask that you review the following terms and guidelines for participation so that you have an expectation of how our dropship program works. All participants are expected to abide by these terms.

Fees

There is no monthly subscription fee to participate in the dropship program. Each dropship transaction has a \$7 fee that covers the handling, gift box, and packaging materials. You only pay for what you sell!

Fair Competition Guidelines

We're here to help you take advantage of the continuing growth in eCommerce with our dropship program. It can be rewarding for your business, but it requires patience, service to customer needs, hard work, and a willingness to keep pace with the ever-changing online space.

We call on all participants to act in a fair and responsible way that doesn't seek to target or endanger the business of other participating sellers. We do not allow participants to purchase items from other competitors who sell our product. Any violation will result in the suspension from the dropship program.

We ask that all participants take advantage of the vast nature of the eCommerce environment and to operate with mutual respect and integrity.

Minimum Advertised Price (MAP)

All participants are given great flexibility to work with the pricing of their listings as a way to compete and grow sales as long as they remain above the minimum advertised price. The minimum advertised price is 180% of wholesale cost.

Example: A gold ring has a wholesale cost of \$100. You must sell it online for a minimum of \$180.

This minimum advertised pricing policy helps us to maintain the value of the merchandise and gives an incentive for you to compete in ways other than price alone.

If we determine that an item is being sold in violation of the MAP policy, we will reach out to you and ask that the listing and all other listings be updated to bring pricing into compliance within 24 hours. Assistance is available if help is needed to bring items into pricing compliance using modified data feed files.

Failure to revise pricing to bring items into compliance will result in the suspension of data feed file distribution as well as a freeze on fulfilling any dropship orders.

Marketing Products

Participants are encouraged to differentiate their listings from other sellers to achieve greater success. When we provide the data files to create products, we include the optimized title keywords and attributes so that additional work and modification is not technically required. If you do choose to make changes, ensure that your changes follow these guidelines:

- No altering of product data to include misleading or inaccurate titles, details, or description. Examples include altering of gemstone color and clarity to a higher grade, using descriptions that are inaccurate, or exaggerating the characteristics of the piece.
- Use only images we provide or images that you have taken for which you own the rights. Photographs that belong to other sellers must not be taken for use in any item you offer.
- Do not use or appropriate the existing HTML code from the feed files in any listing not associated with a product we manufacture.

Fulfillment and Shipping

Participants are highly encouraged to purchase shipping labels on your end and submit them along with your order. The reason we recommend that you provide the labels yourself is because it gives you flexibility to use the carrier and service of your choice.

If Gold N Diamonds generates a shipping label, we will use either UPS or FedEx only. We cannot generate labels for USPS at this time.

If your order is international, you will be responsible for providing not only the shipping label but any other necessary documentation for import abroad. Generally speaking, this includes 3 copies of the sales invoice. Failure to provide all necessary documentation may result in the carrier refusing to accept the package.

Returns and Exchanges

We understand that there will be times where you'll need to return or exchange a product. For this reason, we offer a 45-day return policy on dropship transactions so that your customer can receive the item, make a decision, and return it if needed.

We ask that you accept returns directly from your customer so that you can inspect and verify eligibility for return.

Eligibility for return products must meet certain requirements:

- Products must be in new or like-new condition. Like-new means the item must be free from physical damage, visible wear, replacement stones or parts, missing stones or parts, or any alterations to the metal, settings, or stones. The original metal stamp must be imprinted or visible on all pieces.
- Products must include all pieces originally included. An example is a wedding set that includes an engagement ring and matching wedding band.
- If the customer has removed the product tag, you must include the barcode.

Rings that have been sized will have the resizing cost deducted from the refund or credit in the amount of the exact cost to resize them back to their original size. For example, a wedding set sized from size 7 to size 9 will need to be sized from size 9 back to size 7 upon return. The cost to have this work done will be deducted from the total amount eligible for refund.

If a customer has a stone fall out of the product within 30 days, we will accept the return for full refund or exchange contingent upon inspection. Our inspection will help us to determine if the missing stone is the result of a manufacturing defect in the piece or from damage. If after the inspection we determine that the manufacture of the ring is at fault, we will refund the entire purchase price or exchange the item. If the inspection concludes that the manufacture of the ring is not at fault, then the cost of the repair would be deducted from the total amount eligible for refund.

If an item is ineligible for return or an issue exists that prevents a full refund, we'll reach out to determine the next steps. Sellers are responsible for the return shipping cost if the item is recalled.

The \$7 incidental dropship fee is not eligible for refund.

Management reserves the right to assess a restocking fee or refuse an item for return.

Product Data & Ordering

The foundation for the dropship program is the product. Learn about how product data feed file access is given, ordering, and handling ring sizes.

Data Feed Files and Images

Loading products on your website or marketplace account can be time consuming and frustrating. We provide a variety of data feed files that help you to load, update, and manage inventory and price for our products. Feed files contain comprehensive data for each product style, like the title, description, metal type, and gemstone types. Feed files also include one or more URLs linking to high resolution images.

*We offer two types of data feed files. They can be described as **personalized feeds** for marketplaces and Shopify, or we have **generic data feed files** that are not formatted for any specific platform.*

Personalized Feeds

*As of July 2018 we offer a comprehensive data feed for **eBay**, **Amazon**, **Bonanza**, and **Walmart** marketplaces, as well as the **Shopify** eCommerce platform. These feeds can be customized with your preferred price markup as well as other details related to your business. These files are not automatically available and must be configured before they can be accessed.*

These files are generated in the site-specific format for each platform and contain SEO-optimized titles and attribute data values. This maximizes the item discovery on the specific platform and across search engines.

Generic Feeds

If you need access to inventory files and structured product data not formatted to a specific marketplace or platform, you will want to access our public feed location. Inventory and feed files are updated every 30 minutes. You can access these resources [here](#).

High Resolution Images

Our data feed files include the URLs associated with products and most platforms will take that URL to load the images. If you need direct access to the images in bulk, you can download our entire image catalog [here](#).

Ring Sizes and Sizing

Most rings we offer are available in the U.S. standard sizes of 7 for women and 10 for men. Ring sizes are indicated in the data feed files.

Amazon, Shopify, and Walmart feed files include parent/child variations for different ring size options. This allows your customer to choose sizes other than the standard size.

If a customer buys a non-standard size ring using the size option on your listing, our jeweler will need to resize the piece(s) to that size. The associated cost for resizing the piece is added in the feed file so that the cost is passed on to your customer.

If you want to know the cost of sizing piece(s) to a different, non-standard size, review our Ring Size Premium file [here](#).

Placing Orders

Our goal is to guarantee the highest level of service and to set your expectation for when specific orders you place will ship. Orders will be submitted to your dedicated sales representative by email, phone, or on our website. We are working to implement an API to allow for programmatic exchange of order and fulfillment data by Q4 2018.

Items that require sizing

All orders that require sizing must be submitted by 9 AM EST to your sales representative. Orders submitted by 9 AM EST will be processed with priority and will ship the same day. Items that require sizing and are submitted beyond the 9 AM EST cutoff time will not ship until the next day.

Items shipping with USPS that do not require sizing

All orders which ship with USPS and do not require sizing must be submitted by 1 PM EST to your sales representative. Orders submitted by 1 PM EST will be processed and will ship the same day. Items that are submitted beyond the 1 PM EST cutoff time will not ship until the next day.

Items shipping with UPS or FedEx that do not require sizing

All orders which ship with UPS or FedEx and do not require sizing must be submitted by 3 PM EST to your sales representative. Orders submitted by 3 PM EST will be processed and will ship the same day. Items that are submitted beyond the 3 PM EST cutoff time will not ship until the next day.

Disclaimers

Inaccuracies in Data

It is our highest priority to provide accurate, up-to-date data for all products we offer. When we find or are notified of any inaccuracy, we work to promptly correct the data and to update the feed files to include the accurate details. As hard as we may try, Gold N Diamonds can make no guarantee that all data is accurate and by agreeing to use the data feed file products, you agree that you are solely responsible for the items offered on any site or marketplace account and the data content and images used in those offerings.

Seller Responsibilities and Data Use Release of Liability

We expect all users to review any data file before using it. Specifically, we ask that sellers review the prices being offered in the data feed file against the markup requested. This ensures that pricing is consistent with the expectations of the seller. We will help you make any adjustment to the markup for any data feed upon request.

As a user of our data, you release from liability Gold-N-Diamonds from all responsibility for any adverse action taken by any third-party marketplace, ecommerce platform, end-consumer through claims or feedback, or any other recipient of products you offer.