

The Worthy Dog Minimum Advertised Price (MAP) Policy

Updated December 2018

MSK Worldwide DBA The Worthy Dog is a wholesaler of high quality pet products that comprehends the importance of Minimum Advertised Pricing (MAP) to support our wholesale customers. We want to safeguard our customers' success by maintaining and protecting a MAP policy for all person/s purchasing The Worthy Dog products.

Policy and Guidelines

The Worthy Dog, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at the price lower than the MAP.

This MAP policy covers all customers whether brick/mortar or on line stores. This policy applies to the advertisement of The Worthy Dog products in any and all media including but not limited to: product listing, marketing, advertising, writings or other communications via print, digital, social media or otherwise when involving The Worthy Dog brand and or products.

MAP policy also includes the use of "click for price", automated bounce back pricing emails, pre-formatted email responses, forms and automatic price display for any items being placed in a customer's shopping cart and other comparable features are considered to be communications originated by the dealer (not the customer) and deemed advertising under this MAP policy.

This MAP policy also applies to any activity which The Worthy Dog decides, in its sole discretion, the MAP policy doesn't apply to solely on premise or instore advertising that is not distributed to customers.

The MAP policy applies to all advertisements of MAP products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, public signage, as well as Internet sites, social media sites, apps or any other electric media.

The Worthy Dog reserves the right to cancel all orders, limit future ordering and append a customer's account if The Worthy Dog reasonably believes a customer has violated the MAP pricing guidelines.

The Worthy Dog reserves the exclusive right to interpret, monitor and enforce this policy to establish if violations are in place.

The MAP guidelines are subject to revision at the sole discretion of The Worthy Dog at any time.

A list of our map pricing can be acquired by emailing officeadmin@theworthydog.com