



## Kinetico Dealer Website Requirements

Listed are the website requirements a Kinetico Dealer must meet\*:

- Dealer's legal business name, as identified in its exclusive Dealer Agreement with Kinetico, or Dealer's fictitious / assumed name (DBA), if any, as identified in its exclusive Dealer Agreement with Kinetico, must be conspicuous on the Dealer's website.
- The phrase "Authorized, Independent Kinetico Dealer" must be conspicuous throughout the Dealer's website.
- A Kinetico logo, in accordance with Kinetico's logo usage guidelines, must be prominently displayed on the Home and Products pages.
- The website must reference Kinetico products.
- Product and part prices are **not** permitted on the website for new or used Kinetico products and parts.
- No misleading or deceptive information is permitted on the Dealer website. See Kinetico Dealer Agreement Section 7 and the Business Ethics Policy for more information.
- Dealer must obtain approval from Kinetico before including competitive products on a Dealer website. See your Kinetico Dealer Agreement for more information on the promotion and sale of competitive products.
- If using the Consumers Digest "Best Buy" seal on the website, it must include the descriptive ribbon. See Media Library, on the Dealer Extranet, for usage guidelines and approved artwork.
- There must be a link from the Dealer website back to Kinetico.com.
- Dealers working with an outside company, not with one of the approved Kinetico web vendors, must purchase stock images, e.g. lifestyle and common water problems images, from the appropriate companies to have the license right to publish the images on Dealer's website. However you can use any image from the Kinetico Image Library without needing to purchase the rights. Some images on the Kinetico corporate and retail websites are stock images that were purchased by Kinetico solely for the use on our websites; we cannot legally distribute them. Therefore, Dealers must also purchase the rights to use them. Visit the "Stock" section of the Image Library for stock photo source and purchasing information. **Dealers are not allowed to copy any of the graphic elements of the kinetico.com header. These graphics are the property of Kinetico and cannot be used without written consent from Kinetico Incorporated.**
- Dealers may use text copy off of Kinetico.com for product information. Please note search engines do not favor websites with copied content.
- Dealers are not permitted to plagiarize the Kinetico blog or use images from the blog that are not posted in the Media Library on the extranet.
- All Dealers using the trademark name "Kinetico" in their website domain (e.g.kineticonewbury.com) must have a Domain Name License Agreement on file with Kinetico and the domain must be registered and held by Kinetico. Please contact your Kinetico DDM with questions.
  - If using a domain with "Kinetico" in the domain name, competitive products are not permitted on the website.

If a Dealer's website does not meet all of these requirements, Co-op Advertising funds will be withheld until the appropriate updates are made.

\*Kinetico has the right to update or change these requirements at any time.