

BACKGROUND

Clemson University's Marketplace provides campus departments with a secure and cost-effective way to extend their business operations to the World Wide Web. Marketplace is both convenient and easy to use and will serve as the University's main E-Commerce service provider.

STORE APPROVAL

In compliance with Clemson University's [E-Commerce policy](#), all requests for a store in Marketplace should be submitted via a [CU Marketplace Application](#). The Cash and Treasury Services Department will look at each department's needs and subsequently approve or deny all applications. If approved, Cash and Treasury Services will work with you to set-up your online store as outlined in the [Marketplace uStore Implementation Guidelines](#).

ACCEPTABLE ACTIVITY

Only pre-approved E-Commerce activities will be conducted through Clemson University's Marketplace. Specifically, only the business activity specified on the CU Marketplace Application will be conducted. Any changes to goods, services, or activities require the approval of the Cash and Treasury Services Department. Under no circumstances should new products, product categories, images, layout, or general ledger changes be made on the departmental level. All administrative set-up will be done solely by the Cash and Treasury Services Department. This is done in an effort to maintain the Clemson brand, relieve administrative demands placed on departments, and to increase efficiencies. Any changes to an existing Marketplace store can be made by submitting a [Marketplace uStore Update Request Form](#). Requests will be promptly addressed in accordance with Clemson University's E-Commerce policy.

No e-commerce activity will be used for personal gain or in any manner that is deemed unethical. The University reserves the right to define what constitutes "unethical" activity and to determine the appropriateness of E-Commerce activities. Unauthorized use of Clemson University's Marketplace will result in disciplinary action.

DEPARTMENTAL RESPONSIBILITY

If selling physical merchandise, each department will designate one or more persons, which will be responsible for fulfilling and shipping all orders. Departments are also responsible for tracking and maintaining inventory, and reconciling revenues generated through their store on a monthly basis. It may be necessary to reconcile more often dependent on volume.

Every department maintaining a store within Clemson's Marketplace is expected to provide a high level of customer service. The department will designate a contact person (a list serve is recommended) on their site for any customer inquiries. The following practices should be observed as well: prompt and accurate fulfillment of orders, prompt customer notification regarding any problems or delays in an order, timely acknowledgement of consumer billing complaints, and timely refunding of payments in accordance with the store's refund policy.

TRANSMISSION, STORAGE, AND USE OF INFORMATION

All relevant University policies will be followed. Of particular relevance is the [Credit/Debit Card Acceptance policy](#). You will also want to be aware of the [Payment Card Industry \(PCI\) security standards](#) and the [Red Flags Rule](#). Annual PCI and Red Flags Rule Training is a required condition of maintaining a Marketplace store. Only the information necessary to complete the business activity will be collected or stored. Personal identifying information will only be used for the purpose of completing the business activity. It will not be shared with any third party for any purpose unless the customer is explicitly informed and allowed the option to opt-out. All applicable federal and state laws concerning storage, retention, use, release, and destruction of data will be observed. Clemson University Marketplace merchants will not collect or store full card numbers and/or security codes in any form unless entered directly into the E-Commerce webpage by the customer.



Marketplace E-Commerce User Agreement

REQUIRED STATEMENTS

STATEMENTS AND DISCLAIMERS

Statements and disclaimers will be posted as indicated by General Counsel, including the Clemson University Marketplace Privacy Policy. Furthermore, by participating in Marketplace you agree to observe the terms of all posted statements and disclaimers.

WARRANTIES

Where a manufacturer's warranty is provided, a statement disclaiming responsibility for warranty fulfillment by Clemson University shall be made.

SPONSORSHIPS AND ADVERTISING

Advertisements for non-University goods and/or services are prohibited within Clemson's Marketplace.

CHANGES TO GUIDELINES

The University has the right to update and change these guidelines at any time as needed. Continuation of E-Commerce activity constitutes acceptance of any changes. The latest version of the Clemson University Marketplace Guidelines are available at <https://www.clemson.edu/finops/controller/cash-treasury/e-commerce.html>

OTHER TERMS AND CONDITIONS

For further information, see the University's [Acceptable Use Policy](#), [Brand Policy](#), and [Branding Guidelines](#). By conducting E-commerce, the user agrees to and accepts all terms and conditions identified in this statement as well as the University's protocols.

