

COMPANY NAME

MAP Enforcement Notification Sequence

Effective: *DATE*

Purpose

This document outlines the standardized enforcement steps *COMPANY NAME* uses to address MAP violations. It provides structure, consistency and traceability.

Sequence Overview

All steps are unilateral and executed at the discretion of *COMPANY NAME*.

Step 1

Initial Notice

- Sent via email to reseller
- Includes product, evidence, screenshot, timestamp and expected corrective action
- Correction required within 48 to 72 hours

Step 2

Second Notice and Temporary Suspension

- Issued when violation remains uncorrected or recurs
- Shipments may be suspended for up to 30 days
- Promotional program access revoked

Step 3

Final Notice

- Issued for repeated or uncorrected violations
- Requires correction within 48 hours
- Warning of possible termination

Step 4

Termination of Authorized Status

- Reseller removed as authorized partner
- Open orders canceled
- Placement on Do-Not-Sell List
- Marketplace permissions revoked

Step 5

Restoration (Optional)

Only available at the discretion of *COMPANY NAME*. May require

- Written corrective plan
- Review period
- Verification of pricing system controls
- Signed acknowledgment of MAP responsibilities

Documentation Requirements

For every enforcement step, *COMPANY NAME* documents

- Screenshots of violated pricing

- URLs and timestamps
- Copies of notices sent
- Response history
- Final resolution

Contact

MAP Enforcement Team

EMAIL