
E-commerce Sellers Collective

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About this Community

E-commerce Sellers Collective is a peer network for marketplace and DTC brands.

We set norms for counterfeit-free sourcing, safety documentation, sustainable packaging, returns SLAs, privacy, influencer disclosures, and surge planning.

Sample Rules / Principles

• Holiday and Surge Planning

Cutoff calendars; temp staffing; carrier diversification. Why this matters: "Holiday and Surge Planning" codifies shared expectations so members reduce risk, respect partners and customers, and move faster together...

• Inventory and Backorders

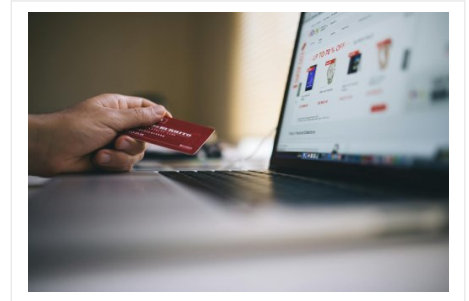
Show clear ETAs; partial-ship options; proactive delay notices. Why this matters: "Inventory and Backorders" codifies shared expectations so members reduce risk, respect partners and customers, and move faster together...

• Chargeback and Fraud Response

Use AVS/3DS where possible; document evidence and timelines. Why this matters: "Chargeback and Fraud Response" codifies shared expectations so members reduce risk, respect partners and customers, and move faster...

• Influencer and UGC Disclosures

FTC-compliant disclosures; provide talking points without scripts. Why this matters: "Influencer and UGC Disclosures" codifies shared expectations so members reduce risk, respect partners and customers, and move faster...



Scan to join or learn more

<https://ruletogether.com/141-georgia-ecommerce-sellers-collective>