

E-commerce Sellers Collective

Featured Principles

- **Holiday and Surge Planning**

Cutoff calendars; temp staffing; carrier diversification. Why this matters: “Holiday and Surge Planning”...

- **Inventory and Backorders**

Show clear ETAs; partial-ship options; proactive delay notices. Why this matters: “Inventory and Backorders”...

- **Chargeback and Fraud Response**

Use AVS/3DS where possible; document evidence and timelines. Why this matters: “Chargeback and Fraud”...

- **Influencer and UGC Disclosures**

FTC-compliant disclosures; provide talking points without scripts. Why this matters: “Influencer and UGC”...

- **MAP and Brand Agreements**

Respect MAP where agreed; communicate promo exceptions early. Why this matters: “MAP and Brand Agreements”...

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