



SMALL BUSINESS RETAILER CONSENT AND ELIGIBILITY FORM

As part of its commitment to supporting and celebrating the small business retail community, the National Retail Federation (“NRF”) highlights select retailers to share their stories and contributions to the industry. I, the undersigned representative of _____, hereby acknowledge and agree to the following in connection with being featured on the NRF Small Retail Business Hub:

1. AUTHORITY TO SIGN

I hereby represent and warrant that I am an authorized representative of the business identified above with full legal authority to enter into this agreement and bind the business to all terms contained herein. I hold a position within the company that grants the authority to execute this agreement (owner, officer, partner, or other authorized signatory), and I have obtained all necessary internal approvals required.

2. ELIGIBILITY CONFIRMATION

I confirm that all information provided is complete, accurate, and truthful. I certify that the business is a retail operation and qualifies as a small business with less than \$38 million in annual revenue and fewer than 500 full-time employees. I attest that I do not sell or produce any products in the prohibited product categories list below. I understand that any misrepresentation may result in immediate removal from NRF's website and promotional materials.

Prohibited Product Categories

- Crib bumpers, Drop side cribs, incline sleepers, or car seats
- Animal Products (fur from the killing of animals or cruel practice – mink, bearskin, angora, mohair); live animals; ivory/rhino or any endangered species
- Critical Use Products – seek to save lives (CPR kits, emergency auto telephone dialer, etc.)
- Invasive/Non-Invasive Self Treatment & Self Diagnostic Products
- Breath Testing Devices and Breathalyzers
- Drugs, Alcohol, Tobacco or Drug Paraphernalia
- Supplements, folk medicines and snake oil remedies
- Cosmetics using animal testing
- Violent, obscene and pornographic materials
- Weapons and weapon-related products
- Profanity and banned words
- Promotion of hatred, racism or intolerance including stereotypes on gender, nationality, race, religion or sexual orientation
- Costumes that refer to specific cultures
- Flags/Maps shown in destructive manner or manipulated
- Nudity or sexual inuendo / sexualization of children
- Gambling and wagering games/devices
- Covert surveillance equipment (including surveillance drones)
- High-risk recreation equipment

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- Fuel additives, gas mileage enhancers or other global hazmat related products
- Currency with the exception of gift cards, collectible coins, or tickets
- Unauthorized copies or reproductions of artwork that violate any copyright or trademark

3. GRANT OF RIGHTS

On behalf of the business, I hereby grant NRF the right to feature the business on NRF's website and related promotional materials. This includes the right to use and display the business name, logo, photographs, business description, and other information and materials provided by the business for this purpose. I represent and warrant that the business owns or has obtained all necessary rights to any content provided, and that the content does not infringe on any third-party rights.

4. LIABILITY RELEASE

I acknowledge and agree, on behalf of myself and the business, that NRF shall have no liability for any claims arising from or in connection with the publication and promotion of the business, except as restricted by applicable law. I agree, on behalf of the business, to indemnify and hold harmless NRF from any claims, damages, or expenses arising from the content provided or participation in this program.

5. PRIVACY

I acknowledge that NRF recognizes the importance of protecting individuals' privacy. The NRF privacy policy located at <https://nrf.com/about-us/privacy-policy> is incorporated as part of this form.

6. EDITORIAL DISCRETION

I understand that NRF reserves the right to feature or not feature the business at its sole discretion, and to edit or remove content at any time.

7. ACKNOWLEDGEMENT

By signing below, I affirm that I have read, understand, and agree to be bound by this Small Business Retailer Consent and Eligibility Form.

AGREED AND ACKNOWLEDGED BY:

By: _____

Name: _____

Title: _____

Date: _____