

CommercialTruckSales.Com
Partner Standards & Marketplace Integrity Policy

Effective Date: 12/13/2025

Applies To: Dealers, vehicle owners, vendors, service providers, data partners, contractors, and other marketplace participants (“Partners”)

1. Purpose and Marketplace Philosophy

Commercial Truck Sales.Com (“**CTS**”) operates a commercial vehicle marketplace built on trust, neutrality, and respect for the businesses and individuals who rely on it. Our platform exists to connect **commercial truck sellers** with qualified buyers in a manner that is transparent, fair, and aligned with the economic interests of those who list vehicles on our site.

CTS’s customers include:

- Independent owner-operators and solo enterprises with one or more vehicles
- Fleet owners and operating businesses
- Franchised and independent commercial vehicle dealerships with active inventory

Regardless of size or sophistication, every customer listing on CTS is entitled to fair treatment, competitive neutrality, and protection from practices that undermine their ability to sell vehicles through our platform.

This Partner Standards & Marketplace Integrity Policy (the “**Policy**”) defines the baseline expectations for how Partners interact with CTS, the platform, and—most importantly—CTS customers.

2. Platform Neutrality and Customer Non-Competition

A. Financing and Ancillary Services

CTS is fundamentally a **listing and marketplace platform**, not a competitor to its customers’ core business.

Accordingly:

- **CTS does not advertise, promote, or inject third-party broker financing, insurance, warranties, or similar ancillary products** into a customer’s vehicle listing without:

1. The express approval of the listing customer, **or**
 2. A clearly disclosed, mutually agreed revenue-sharing or partnership arrangement.
- CTS will not use its platform position to divert transaction value away from listing customers by competing against their financing or sales relationships.
 - Any optional services offered through CTS will be structured to **enhance**, not displace, the customer's relationship with their buyer.

This approach intentionally differs from certain industry practices and reflects CTS's commitment to alignment with its customers' economic interests.

3. Inventory Integrity and Search Result Fairness

CTS believes that **inventory ownership and control matters** and that customers should not be disadvantaged by the way search results are displayed.

As such:

- **CTS does not display a customer's direct competitors' inventory on or within that customer's vehicle detail pages.**
- CTS search and listing architecture is designed to present vehicles in a manner that is:
 - Transparent
 - Non-deceptive
 - Free from artificial steering or substitution tactics that dilute the value of a customer's listing
- CTS does not co-mingle or cross-promote inventory in a way that misleads buyers or undermines seller visibility.

Our goal is to ensure that when a customer lists a vehicle, CTS is working **for** that listing—not against it.

4. Customer-First Operating Standards

All Partners are expected to conduct themselves in a manner consistent with CTS's customer-centric marketplace principles.

Partners must:

- Honor commitments made to CTS and to CTS customers
- Communicate accurately, timely, and professionally

- Avoid conduct that misrepresents vehicle condition, pricing, availability, or ownership
- Refrain from practices that confuse, manipulate, or disadvantage buyers or sellers
- Support CTS's efforts to maintain a high-quality, credible marketplace

CTS may take corrective action, including suspension or removal from the platform, where Partner conduct harms customer trust or platform integrity.

5. Ethical Conduct and Legal Compliance

CTS expects Partners to operate with integrity and in compliance with all applicable laws and regulations.

Partners must:

- Compete fairly and ethically
- Avoid conflicts of interest that could impair independent judgment or platform neutrality
- Refrain from bribery, kickbacks, undisclosed referral arrangements, or improper inducements
- Comply with all applicable federal, state, and local laws governing their business, including employment, advertising, consumer protection, and data privacy laws
- Treat legal compliance as a minimum standard, not a substitute for ethical conduct

Partners are also expected to promote these principles within their own supply chains and subcontractor relationships.

6. Respect for People and Lawful Work Practices

CTS values the people behind every transaction and expects Partners to do the same.

Partners must:

- Provide safe and lawful working conditions
- Prohibit forced labor, human trafficking, and child labor
- Maintain workplaces free from unlawful discrimination, harassment, or retaliation
- Comply with all applicable wage, hour, and employment laws

These expectations apply regardless of jurisdiction or workforce size.

7. Protection of Platform, Data, and Confidential Information

Partners entrusted with access to CTS systems, data, or information must protect those assets diligently.

Partners must:

- Safeguard CTS confidential and proprietary information, including platform data, pricing, analytics, dealer information, and intellectual property
- Use CTS data solely for authorized purposes
- Maintain accurate, complete, and honest records
- Avoid any misuse of platform access that could harm CTS, its customers, or its reputation

Unauthorized use or disclosure of CTS information is grounds for immediate action.

8. Monitoring, Cooperation, and Enforcement

CTS may request reasonable information, certifications, or confirmations to assess compliance with this Policy. CTS prefers to work constructively with Partners to resolve concerns; however:

- Failure to comply with this Policy
- Refusal to cooperate in good faith
- Conduct that materially harms CTS customers or marketplace integrity

may result in limitation, suspension, or termination of platform access, at CTS's discretion.

9. Reporting Concerns

Partners and customers are encouraged to report suspected violations of this Policy or conduct that undermines marketplace fairness. Reports may be made through CTS support channels or a designated CTS representative.

CTS will handle reports promptly, responsibly, and as confidentially as practicable.

10. Our Commitment

CTS was built to serve the commercial vehicle industry—not to extract value from it through conflicted practices. By holding ourselves and our Partners to these standards, we aim to create a marketplace where owner-operators, fleet businesses, and dealerships can list vehicles with confidence, knowing that CTS is aligned with their success.