

FAIR USE & PLATFORM INTEGRITY POLICY

WATCHIT PRO B.V.

Effective Date: July 13, 2026

ARTICLE 1: OBJECTIVE AND ENFORCEMENT

1. **Purpose:** This Fair Use & Platform Integrity Policy defines the standards of commercial conduct required from all Users. It is designed to ensure a transparent, fair, secure, and highly professional B2B auction environment for luxury timepieces.
2. **Enforcement:** WatchIT Pro B.V. possesses sole, absolute discretion to determine whether a User's conduct violates this Policy. Violations result in the immediate imposition of contractually binding fines, structural account downgrades, or permanent platform banishment.

ARTICLE 2: AUCTION CONDUCT, MANIPULATION, AND ANTI-SHILL BIDDING

1. **Bidding Integrity:** Every bid placed must reflect a genuine commercial intent to purchase. Users are strictly prohibited from utilizing automated bidding scripts, high-frequency algorithms, or specialized software bots designed to disrupt, delay, or manipulate the platform's native bidding architecture.
2. **Shill Bidding Prohibition:** Sellers are strictly banned from bidding on their own listed Lots, creating duplicate or dummy accounts to artificially drive up pricing, or collaborating with network dealers, business associates, or relatives to manipulate auction activity (*shill bidding*).
3. **Coordinated Bidding (Collusion):** Any form of price-fixing, horizontal market allocation, or ring-bidding between independent dealers to suppress or inflate the price of luxury timepieces is strictly prohibited and will be reported to corporate antitrust authorities.

ARTICLE 3: ANTI-CIRCUMVENTION AND FEES PROTECTION

1. **Bypass Prohibition:** Users are strictly prohibited from utilizing the Platform's messaging systems, description boxes, or user directory to share direct contact information (phone numbers, personal emails, physical store coordinates) with the intent of bypassing the Platform's auction mechanisms or Escrow services.
2. **Off-Platform Trading:** Negotiating or finalizing the purchase of a watch discovered on the Platform outside of our automated ecosystem (*off-platform trading*) is a severe violation of platform integrity.
3. **Contractual Fine for Bypass:** Any User found attempting to circumvent or successfully bypassing the platform's fee structure shall be immediately liable to pay a

contractually binding fine of **€2,500 (two thousand five hundred Euros) per occurrence**. This fine is immediately payable and does not prejudice WatchIT Pro's legal right to claim full compensation for actual damages, loss of business revenue, and associated legal enforcement fees.

ARTICLE 4: INTELLECTUAL PROPERTY AND MEDIA ETHICS

1. **Accurate Media Obligations:** Verkopers must upload original, high-resolution photographs taken by themselves of the actual watch currently in their physical possession. The use of manufacturer stock images, stolen images from other websites, or digitally altered/photoshopped media to conceal scratches, dings, or component defects is strictly prohibited.
2. **Serial Number Documentation:** For security and verification purposes, the precise serial number of the watch must be documented clearly in the listing configuration or made visible to the platform's verification tools.
3. **Exploitation and Transferability:** All uploaded media is subject to the extended commercial licenses granted under Article 5 of the GTC. Users may not claim copyright infringement against WatchIT Pro or its corporate successors for utilizing historical auction imagery for marketing, indexing, or price database valuations.

ARTICLE 5: SYSTEM INTEGRITY, SECURITY, AND SCRAPING DEFENSES

1. **Prohibition of Data Harvesting:** Users are strictly prohibited from deploying web crawlers, data scrapers, spiders, extraction bots, or deep-linking tools to harvest platform data, price indices, user profiles, or original listing imagery.
2. **Infrastructure Abuse:** Any attempt to compromise platform security, reverse-engineer proprietary auction code, introduce malicious software, execute Denial of Service (DoS/DDoS) attacks, or overload our API connections will result in immediate criminal prosecution and full civil liability for corporate damages.

ARTICLE 6: SANCTIONS AND LIQUIDATION

1. **Disciplinary Framework:** Upon discovering a breach of this Policy, WatchIT Pro B.V. is authorized to take the following immediate, cumulative measures:
 - o Issue a formal, binding operational warning.
 - o Cancel active auction listings without refunding accrued fees.
 - o Freeze Escrow payout distributions pending a full internal compliance audit.
 - o Apply a contractual fine or deduct damages directly from the User's active Escrow balance via the Payment Provider.
 - o Permanently suspend the User and all related corporate entities.
2. **Succession and Acquisition Safeguards:** All rights to enforce penalties, collect fines, defend media assets, and maintain platform blacklists transfer fully and unencumbered to any corporate successor or third-party acquiring entity of WatchIT Pro B.V.

