

Product-related contract terms and service description – “PROFESSIONAL” package (AUSGEZEICHNET.org)

Preamble

AUSGEZEICHNET.org (a brand of AUBII GmbH; hereinafter referred to as "AUBII" or "AUSGEZEICHNET.org") is a review portal for service providers and retailers. AUBII provides customers with features and tools for collecting, managing, and displaying reviews for businesses and products, including rating badges/widgets and optional integrations. AUSGEZEICHNET.org is listed as a supported review partner for Google Store Ratings/Seller Ratings.

This document contains the product-related service description and supplementary terms of use for the "PROFESSIONAL" package. For all other uses of the service, the General Terms and Conditions of AUBII GmbH apply in their current version (contractual precedence/comparison according to the General Terms and Conditions).

1. Scope of services (services included in the "PROFESSIONAL" package)

The PROFESSIONAL package includes – depending on the selected version (possibly including add-ons/features) – the following features, tools and functions in particular; additional services booked will be displayed in the customer account.

Top Features (PROFESSIONAL)

- Online Reputation Kit: Seal, Rating Profile & Management Center
- Number of domains / outlets: 1
- Ratings per month: max. 500
- Number of external portals (All-in-One): max. 5
- Mediation services (moderation) per month: max. 3
- Sentiment-Analyse: max. 5
- Google Ads Sterne (Seller Ratings)
- Ratings API
- Review for violations in ratings

- Consulting / Customer Success Manager

Other services (excerpt)

- Industry-specific evaluation criteria
- Customer support via email & phone
- Personal onboarding
- Verified reviews
- Configurator for rating seals in individual color schemes
- Allow multiple ratings per email address
- Your logo on our homepage for 1 year
- Personal Account Manager
- Seal for use on advertising media
- Product reviews (only with "PROFESSIONAL plus product reviews" or if the feature is booked)

Tools

- Review Collector
 - Mailing tool for sending review requests
 - Review Slider
 - Display image on profile page
 - Editor for individual profile page
 - Video review
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2. Description of services

2.1 Customer Support

The customer can contact support via email or telephone. AUBII provides assistance with setup, usage, and best practices within the scope of the booked package.

2.2 Reviews (Company/Shop Reviews)

- Review requests can technically be sent without limit. The limit included in the package typically refers to the number of new reviews received per calendar month (see "Top Features").
- Ratings are displayed individually in the rating profile; the overall score and seal displays are updated regularly.

2.3 Guidelines for collecting reviews

The customer agrees to send review requests in accordance with the rules. In particular, no financial or other advantages may be offered in return for a review. AUBII points out that violations may negatively affect visibility/ranking and the display of seller ratings.[Google Help](#))

3. Evaluation management, audits, and changes/deletions

3.1 Principle: No entitlement to specific evaluation results

AUBII provides support in rating management; there is no entitlement to positive ratings or the deletion/modification of a rating.

3.2 Exclusive procedure for review/amendment/deletion (business valuations)

(1) Audits, verification requests, editorial changes and, where applicable, deletions of company ratings will be carried out exclusively within the framework of the dispute resolution/audit processes provided by AUBII in the customer account (in particular via the dispute resolution procedures and additionally via "Private Message"/public comment function and internal audit processes such as "Verification for Violations").

(2) Applications, requests, or correspondence received outside the customer account – in particular letters from lawyers in the customer relationship – do not replace this procedure. Such letters will (to the extent possible) be treated as notification only, but do not trigger a separate processing procedure or any separate deadlines.

(3) Statutory rights of the parties (in particular the legal action (e.g., judicial or official) remains unaffected.

3.3 Scope of the examination

AUBII reviews complaints based on the evaluation guidelines and – where applicable – on external specifications/program requirements (e.g., Google specifications for review feeds/seller ratings).[Google Help](#))

4. Product reviews (only booked with "PROFESSIONAL plus product reviews" / feature)

4.1 Applicability of the terms and conditions

Provided the customer selects the variant "**PROFESSIONAL plus product reviews**" If you have booked or activated the "Product Reviews" feature, the following terms and conditions apply: The valuation process, presentation, guidelines and audit criteria shall be analogous to those used in company valuations, unless otherwise stipulated below.

4.2 Product quota (PROFESSIONAL plus product reviews)

The performance The "PROFESSIONAL plus product reviews" package contains holds a quota The system can manage and evaluate up to 100 products. Expansions can be made in increments of 100. gen (subject to a fee, if offered).

4.3 Deviation: No arbitration/mediation for product reviews

- For product reviews, there is no dispute resolution procedure available to mediate between the customer and the person reviewing.
- The customer can only object to product reviews via "Report/Mark as inappropriate" (or an equivalent function in the customer account).
- Such a report leads to a review for rule violations; AUBII decides on measures at its own discretion (e.g., retention, editorial adjustment where permitted, blocking/deletion in case of violations). Rule violation).

5. Integration of external portals (All-in-One)

(1) External rating portals can be integrated into the AUSGEZEICHNET.org seal via the All-in-One function. The customer enters the URL of the desired source; AUBII checks the information and activates the source.

(2) In the packet PROFESSIONAL can accommodate up to 5 external Portals will be integrated.

(3) Once activated, the ratings will be updated regularly, usually once a week.

(4) The prerequisite for displaying external reviews in the seal is that the customer at least one of your own reviews via AUSGEZEICHNET.org It's six.

6. Usage rights, logos, graphics and seals

(1) AUBII grants the customer a simple, non-exclusive, non-transferable, revocable right for the duration of the contract to use the seals/widgets/graphics provided in the customer account within the scope of the contractually intended use (e.g. integration on the registered domain/outlet).

(2) **Any use of logos, seal graphics, advertising materials or other trademark elements** from AUSGEZEICHNET.org/AUBII –**especially outside** the technically provided embedding codes/downloads (e.g., edits, retypesetting, print, offline advertising materials, co-branding, placements in third-party materials) – **is always subject to prior approval** through EXCELLENT.org.

(3) AUBII may refuse or revoke release for good cause (e.g., misleading representation, expired term, violation of guidelines). After termination of the contract, the use of all seals/logos/graphics must cease and, if necessary, be removed.

7. Term and Termination

The minimum contract term is twelve months. The standard notice period for cancellation is four weeks before the end of the term. After the initial term, the contract will automatically renew for another twelve months unless cancelled in due time. The right to terminate for cause remains unaffected.

Clarification regarding price changes: An extension will be granted at the then applicable fees, subject to the price adjustment clause in section 8.

8. Prices, billing and price increases

8.1 Prices / Due Date / Payment Methods

The fee shown at the time of registration/ordering applies, plus VAT and any additional services/features booked. The PROFESSIONAL package may also include additional charges. an onboarding fee (€99.00) All (if specified in the offer). Payment methods

offered include direct debit, credit card/PayPal and purchase on account (depending on selection/country/availability).

8.2 Price increase clause (up to 5% annually)

(1) AUBII is entitled to increase the contractually owed fees for the PROFESSIONAL package (including ongoing package/feature fees) by up to 5% at the beginning of each new contract year compared to the last fee owed.

(2) AUBII will notify the customer of the price adjustment in writing at least 6 weeks before it takes effect.

(3) If the customer objects to the increase, they may terminate the contract with immediate effect until the increase takes effect. If the customer accepts the increase, the contract may be terminated without notice. If the increase is claimed after it becomes effective, it is considered accepted.

(4) This provision does not affect other rights arising from the contract/general terms and conditions.

9. Further conditions

(1) Rating Guidelines. The rating guidelines of AUSGEZEICHNET.org, in their current version, apply to the submission, publication, and moderation of ratings by rating individuals. These guidelines can be accessed at:

https://www.ausgezeichnet.org/de_DE/firma/misc/bewertungsrichtlinien

The customer acknowledges that reviews may be reviewed and – where permitted – modified, blocked or deleted in accordance with the guidelines if they violate these guidelines.

(2) Data Privacy Statement. The data privacy statement in its current version also applies to the processing of personal data in connection with the use of AUSGEZEICHNET.org. It can be accessed at:

<https://www.ausgezeichnet.org/datenschutz/>

(3) Obligation to provide information when requesting reviews. If the customer requests reviewers to submit a review (e.g., via email, QR code, form, widget), he shall provide

appropriate reference to the documents referred to in paragraphs (1) and (2) (in particular by linking).

(4) The Use of the PROFESSIONAL package requires that the customer does not exceed an annual revenue of €5 million or 500,000 page impressions per month. If these usage limits are exceeded, AUBII is entitled to upgrade the customer to the next higher package. The terms and conditions also apply.

(5) Otherwise, the provisions of the General Terms and Conditions shall apply.

10. Further information

- Supported external portals for the All-in-One function
(link:<https://www.ausgezeichnet.org/customer-center/guides-instructions/anleitunng-all-in-one/>)
- Rating code
(link:<https://support.google.com/contributionpolicy/answer/7400114?hl=DE>)
- Guidelines for Google Seller Ratings in their current version
(link:<https://developers.google.com/merchant-review-feeds/publisherguideline>)

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