

# 睿纳德平台规则

感谢您使用睿纳德平台产品及服务（以下称“本服务”）。在使用本服务前，请您务必仔细阅读并透彻理解本规则。一旦您开始使用本服务，您的使用行为将被视为对本规则全部内容的认可。

## 第一章 总则

### 1.1 目的

为维护平台的正常运营秩序，保障用户合法权益，促进平台健康、有序发展，特制定本平台规则。

### 1.2 适用范围

本平台规则适用于所有在本平台注册、使用服务的用户，包括但不限于个人用户、商家、合作伙伴等。

### 1.3 原则

用户在使用平台服务时，应遵循诚实信用、公平竞争、合法合规的原则，遵守平台规则及法律法规，尊重社会公德和公序良俗。

## 第二章 用户注册与账号管理

### 2.1 注册要求

用户应按照平台要求提供真实、准确、完整的信息进行注册，包括但不限于姓名、身份证号、联系方式、电子邮箱等。

用户应保证其注册账号的唯一性和安全性，不得使用虚假信息注册，不得恶意注册多个账号。

用户注册成功后，即视为同意并接受本平台规则及法律法规的约束。

### 2.2 账号管理

用户应妥善保管自己的账号和密码，不得将账号转让、出租、出借给他人使用，否则由此产生的所有后果由用户自行承担。

平台有权对用户账号进行管理和监督，如发现用户账号存在异常行为，平台有权采取相应的措施，包括但不限于限制账号功能、冻结账号、注销账号等。

用户如需注销账号，应按照平台规定的流程进行申请，经平台审核通过后，账号将被注销，用户将无法再使用该账号登录平台。

## 第三章 商品及服务管理

### 3.1 商品发布

商家在平台上发布商品或服务信息时，应确保信息真实、准确、完整，不得发布虚假信息、夸大宣传或误导消费者。

商品或服务信息应符合国家法律法规、行业标准及相关政策要求，不得发布法律法规禁止销售的商品或服务。

商家应对其发布的商品或服务信息负责，如因商品或服务信息不实导致用户损失的，商家应承担相应的法律责任。

### **3.2 商品质量**

商家应保证所售商品或提供的服务质量符合国家标准、行业标准或双方约定的标准，不得销售假冒伪劣商品或提供低质量的服务。

平台有权对商家的商品或服务进行抽检，如发现质量问题，平台有权要求商家整改、下架商品或终止服务，并根据情节轻重对商家进行相应的处罚。

### **3.3 价格管理**

商家应合理定价，不得恶意抬高或压低价格，不得进行价格欺诈等不正当价格行为。

平台有权对商家的价格行为进行监督和管理，如发现价格异常，平台有权要求商家调整价格或采取相应的措施。

## **第四章 交易管理**

### **4.1 交易流程**

用户在平台上进行交易时，应按照平台规定的交易流程进行操作，包括但不限于商品选购、下单、支付、收货、评价等。

平台将为用户提供安全、便捷的交易环境，保障交易的顺利进行。

### **4.2 支付方式**

平台支持多种支付方式，用户可根据自身需求选择合适的支付方式。

用户在支付过程中应确保支付信息的安全，如因用户自身原因导致支付信息泄露或支付失败的，平台不承担任何责任。

### **4.3 订单管理**

商家应在规定时间内确认订单并发货，如因商家原因导致订单延迟发货或无法发货的，商家应承担相应的违约责任。

用户在收到商品或服务后，应按照平台规定的时间内进行确认收货或提出异议，如用户未在规定时间内确认收货且未提出异议的，平台将视为用户已确认收货。

### **4.4 退换货政策**

平台实行七天无理由退换货政策，用户在收到商品之日起七日内，如对商品不满意，可申请无理由退换货，但需满足商品完好、不影响二次销售等条件。

商家应在收到用户退换货申请后，按照平台规定的时间内进行处理，如商家拒绝退换货申请的，平台有权介入处理，并根据实际情况作出裁决。

## **第五章 违规处理**

### **5.1 违规行为认定**

用户在使用平台服务过程中，如存在违反本平台规则及法律法规的行为，平台有权认定为违规行为。

违规行为包括但不限于虚假注册、恶意注册、发布虚假信息、销售假冒伪劣商品、价格欺诈、恶意刷单、恶意评价、侵犯他人知识产权、泄露他人隐私、违反交易规则等。

## **5.2 处罚措施**

平台将根据用户的违规行为情节轻重，采取相应的处罚措施，包括但不限于警告、限制账号功能、冻结账号、注销账号、扣除保证金、赔偿损失等。

对于严重违反平台规则及法律法规的用户，平台有权将其移交司法机关处理，并依法追究其法律责任。

# **第六章 知识产权保护**

## **6.1 知识产权声明**

平台上的所有内容，包括但不限于文字、图片、音频、视频、商标、专利等，均受知识产权法保护，未经权利人许可，任何用户不得擅自使用、复制、传播、修改、翻译、分发等。

## **6.2 侵权处理**

用户在使用平台服务过程中，如发现他人侵犯自己的知识产权，可向平台投诉。平台将在接到投诉后及时进行调查处理。

如用户被投诉侵犯他人知识产权，平台有权要求用户停止侵权行为，并根据情节轻重采取相应的处罚措施。用户应承担因侵权行为而产生的法律责任。

# **第七章 用户隐私保护**

## **7.1 信息收集**

平台在用户注册、使用服务过程中，会收集用户的相关信息，包括但不限于姓名、身份证号、联系方式、电子邮箱、交易记录等。

## **7.2 信息使用**

平台将严格保护用户的隐私，仅在以下情况下使用用户信息：

- 提供平台服务；
- 改善用户体验；
- 法律法规要求；
- 用户同意的其他用途。

## **7.3 信息披露**

平台不会向任何第三方披露用户的个人信息，除非：

- 用户明确同意；
- 法律法规要求；
- 平台为维护自身合法权益；

平台为防止欺诈、保护用户安全。

## **第八章 平台运营与管理**

### **8.1 平台运营**

平台将尽力保持服务的连续性，但不保证服务不会中断或延迟。  
平台有权根据运营需要，对平台的功能、服务内容进行调整和优化。

### **8.2 平台管理**

平台有权对用户的行为进行监督和管理，以维护平台的正常秩序。  
平台有权对违反平台规则的用户进行处罚，并有权根据实际情况调整处罚措施。

## **第九章 法律适用与争议解决**

### **9.1 法律适用**

本平台规则的制定、解释、执行及争议解决均适用中华人民共和国法律。

### **9.2 争议解决**

用户与平台之间因本平台规则产生的任何争议，应首先通过协商解决。  
协商不成的，任何一方均有权向平台所在地有管辖权的人民法院提起诉讼。

## **第十章 附则**

### **10.1 规则生效**

本平台规则自发布之日起生效。

### **10.2 规则修改**

平台有权根据运营需要对本平台规则进行修改，并在平台上公告。用户如不同意修改内容，有权停止使用平台服务。用户继续使用平台服务的，视为接受修改后的规则。

### **10.3 规则解释**

本平台规则的最终解释权归平台所有。

# **Rrenard Platform Rules**

**Thank you for using the products and services of the Rrenard Platform (hereinafter referred to as "the Services"). Before using the Services, please carefully read and fully understand these rules. By commencing use of the Services, your actions shall be deemed as acceptance of all provisions herein.**

## **Chapter I: General Provisions**

### **1.1 Purpose**

These platform rules are formulated to maintain normal operational order, safeguard the legitimate rights and interests of users, and promote the healthy and orderly development of the platform.

### **1.2 Scope of Application**

These rules apply to all users registered on or utilizing the Services of the platform, including but not limited to individual users, sellers, and partners.

### **1.3 Principles**

Users shall adhere to the principles of good faith, fair competition, legality, and compliance when using the platform's services, abide by these rules and applicable laws and regulations, and respect social morality and public order.

## **Chapter II: User Registration & Account Management**

### **2.1 Registration Requirements**

Users shall provide truthful, accurate, and complete registration information as required by the platform, including but not limited to name, ID number, contact details, and email address.

Users shall ensure the uniqueness and security of their registered accounts and shall not register false information or maliciously create multiple accounts.

Successful registration constitutes the user's acceptance of and compliance with these rules and applicable laws.

### **2.2 Account Management**

Users shall safeguard their account credentials and shall not transfer, lease, or lend accounts to third parties; otherwise, all resulting consequences shall be borne solely by the user.

The platform reserves the right to supervise and manage user accounts. If irregularities are detected, the platform may take measures including but not limited to functional restrictions, account suspension, or termination.

Account termination requests must follow the platform's prescribed procedures; upon approval, the account will be deactivated, and access will be revoked.

## **Chapter III: Product & Service Management**

### **3.1 Product Listings**

Sellers must ensure that product/service listings are truthful, accurate, and complete, without false claims, exaggerated promotions, or consumer deception.

Listings must comply with national laws, industry standards, and policies; prohibited items/services under applicable laws are strictly forbidden.

Sellers are liable for their listings; any losses caused by misrepresentation shall incur legal responsibility.

### **3.2 Product Quality**

Sellers must guarantee that goods/services meet national/industry standards or agreed-upon criteria; counterfeit or substandard offerings are prohibited.

The platform may conduct quality inspections and may impose corrective measures (e.g., delisting) or penalties for violations.

### **3.3 Pricing Regulation**

Sellers shall price goods/services reasonably without price gouging, dumping, or fraudulent practices.

The platform may monitor pricing and demand adjustments for anomalies.

## **Chapter IV: Transaction Management**

### **4.1 Transaction Process**

Users must follow the platform's prescribed procedures for transactions including but not limited to ordering, payment, delivery confirmation.

The platform provides a secure transaction environment to ensure smooth operations.

### **4.2 Payment Methods**

The platform supports multiple payment methods, and users may select the appropriate method based on their needs. Users shall ensure the security of payment information

during transactions; the platform shall bear no liability for payment information leaks or transaction failures attributable to user negligence.

### **4.3 Order Management**

Sellers shall confirm and fulfill orders within the stipulated timeframe; any delays or failures attributable to sellers shall constitute a breach of contract, for which they shall bear liability in accordance with applicable rules.

Upon receipt of goods/services, users shall confirm delivery or raise objections within the platform-specified period; failure to do so shall be deemed as acceptance of delivery.

### **4.4 Return & Refund Policy**

The platform implements a seven unconditional return policy: users may request returns/refunds within seven (7) days of receipt if dissatisfied with goods/services, provided that items remain undamaged and in resalable condition.

Sellers must process return/refund requests within the platform-specified period; refusal without valid justification authorizes the platform to intervene and render a binding decision based on factual circumstances.

## **Chapter V: Violation Handling**

### **5.1 Violation Determination**

Any user conduct in breach of these rules or applicable laws during platform usage shall be deemed a violation by the platform.

Violations include but are not limited to: fraudulent registrations, malicious account creation, false advertising, counterfeit sales, price manipulation, fake transactions/reviews, intellectual property infringement, privacy breaches, or transaction rule violations.

### **5.2 Penalties**

Depending on violation severity, the platform may impose penalties including warnings, account restrictions/suspension/termination, security deposit deductions, compensation liabilities, or other measures.

For severe violations involving platform rules or laws, the platform reserves the right to refer cases to judicial authorities for legal prosecution.

## **Chapter VI: Intellectual Property Protection**

### **6.1 IP Rights Declaration**

All platform content—including but not limited to text, images, audio/video materials, trademarks, and patents—is protected under intellectual property laws; no user may reproduce, distribute, modify, translate, or exploit such content without prior authorization.

## **6.2 Infringement Resolution**

Users encountering IP infringement may file complaints with the platform for prompt investigation.

If a user is accused of infringement, the platform may demand cessation of infringing activities and impose penalties as warranted; users shall bear all legal liabilities arising from infringement.

## **Chapter VII: User Privacy Protection**

### **7.1 Data Collection**

During registration/service usage, the platform collects user information including but not limited to name, ID number, contact details, email address(es), and transaction records.

### **7.2 Data Usage**

User data is strictly protected and used only for:

- Service provision;
- Experience optimization;
- Legal compliance; or
- Other purposes expressly consented to by Users.

### **7.3 Data Disclosure**

No personal data will be disclosed to third parties unless:

- Users provide explicit consent;
- Required by law;
- Necessary to safeguard platform rights; or
- Essential for fraud prevention/user safety.

## **Chapter VIII: Platform Operations & Governance**

### **8.1 Operations**



While the platform strives for service continuity, interruptions/delays may occur without liability.

The platform reserves the right to modify functionalities/services as needed for operational optimization.

## **8.2 Governance**

The platform may supervise user conduct to maintain order and penalize violations per evolving circumstances.

## **Chapter IX: Governing Law & Dispute Resolution**

### **9.1 Applicable Law**

These rules including their formulation, interpretation, enforcement, and dispute resolution are governed by PRC law.

### **9.2 Dispute Resolution**

Disputes arising hereunder shall first be resolved through negotiation; unresolved disputes may be submitted to competent courts in the platform's jurisdiction.

## **Chapter X: Supplementary Provisions**

### **10.1 Effective Date**

These rules take effect upon publication.

### **10.2 Amendments**

The platform reserves the right to modify the rules in accordance with operational needs and make such modifications publicly announced on the platform. Users who disagree with the modified content have the right to cease using the platform services. By continuing to use the platform services, users shall be deemed to have accepted the revised rules.

### **10.3 Interpretation Authority**

Final interpretation rights vest exclusively with the platform.