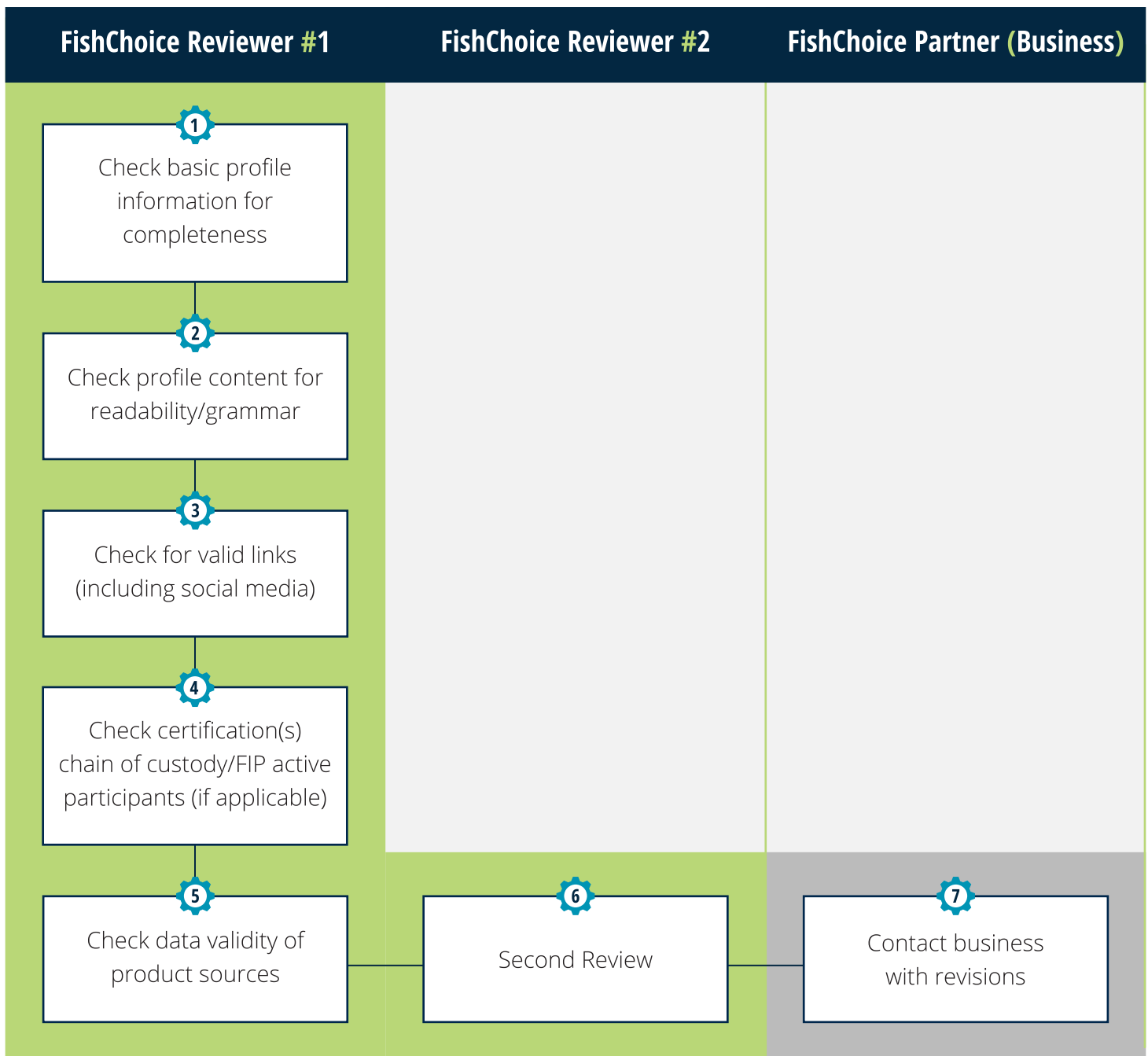


Reviewing FishChoice Partner Profiles



FishChoice takes the following steps outlined below whenever a business creates or updates their Partner profile. The FishChoice staff reviews all public Partner profiles to ensure that users are complying with the FishChoice.com Code of Conduct and Partner Program Requirements. It is the responsibility of FishChoice Partners to ensure all sourcing information displayed for their products on FishChoice is accurate.



Reviewing FishChoice Partner Profiles

FishChoice Partners are responsible for the content on their Partner profiles, but all new and updated Partner profiles undergo a thorough multi-step review process by at least two FishChoice reviewers. The FishChoice team will aim to have all new profiles reviewed within 24-48 hours of the profile being published on FishChoice.com (not including weekends and holidays). Any updates to existing profiles will be reviewed on an as-needed basis.

1 Check basic profile information for completeness

All basic profile components must be completed in order to be published on FishChoice.com. The first FishChoice reviewer will check for the following mandatory and optional sections and open-ended text fields such that they comply with the FishChoice.com [Terms and Services](#):

- Logo
- Primary contact information
- Website link (if provided)
- Business description
- Certifications (if applicable)
- Sustainability partnerships (if applicable)
- Location and distribution regions
- Sustainability commitment (if applicable)
- Product source(s)

2 Check profile content for readability/grammar

The first reviewer will read over all text in the Partner profile description for quality, grammar, and spelling.

3 Check for valid links (including social media)

The first reviewer will check that all URLs and links to external sites are valid, working, and go to the proper destination. These include:

- Company website
- Social media sites (i.e. Facebook, Twitter, Instagram)

4 Check certification(s) chain of custody/FIP active participants (if applicable)

In order to list a [seafood certification program](#) on their profile, FishChoice Partners must provide a certification chain of custody number in their own company name. The first reviewer will cross-check the chain of custody number with the relevant certification program to ensure that the Partner's number is valid, accurate, and up-to-date. If the Partner does not have a valid chain of custody number, FishChoice staff will ask the Partner to remove the certification program from their profile, and update their product(s) and associated source information accordingly. Please see Step 7 for more information.

To list a FIP product source, FishChoice Partners must be listed as an active participant on the FIP profile on [FisheryProgress.org](#). The first reviewer will cross-check the active participant list on the associated FIP profile on FisheryProgress. If the Partner is not listed as

Reviewing FishChoice Partner Profiles

- 4 Check certification(s) chain of custody/FIP active participants (*Continued*)**

an active FIP participant, FishChoice staff will ask the Partner to remove the FisheryProgress partnership from their profile, and update their product(s) and associated source information accordingly. Please see Step 7 for more information.
- 5 Check data validity of product sources**

The first reviewer will check the validity of the Partner's listed product sources, making sure that the source details fall within realistic parameters. It is the responsibility of the FishChoice Partner to display accurate product sourcing information.
- 6 Second Review**

The first reviewer will notify the second reviewer of Partner profile completeness and any potential items to be addressed directly with the Partner.
- 7 Contact business with revisions**

Once the second review is complete, a FishChoice staff member will reach out to new businesses via email welcoming them as an official FishChoice Partner and/or informing the business of corrective action needed for their profile before confirming participation in the FishChoice Partner program. For updates made to existing Partner profiles, FishChoice staff may contact the Partner with the steps that require further or corrective action.

The business or Partner will have 48 hours to respond to FishChoice and to make any corrective actions after the initial outreach. If the business or Partner completes the suggested corrections within the specified time, then the profile is cleared. If no actions are taken within 48 hours, FishChoice will contact the business and/or Partner's primary contact via email and will unpublish the information in question or company's profile until such changes are addressed.

Last Updated: 5/20/2020