



## **Vendor Policy**

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# I. Introduction

Renderosity is an online website and marketplace for the international digital arts community. This document is intended as a resource for the sellers (“vendors”) in the marketplace who create digital content or other artistic resources that they wish to sell.

Renderosity provides vendors an e-commerce store front, access to an active customer base, storage and distribution for their products, advertising opportunities, customer communications, and customer support.

Digital items sold on Renderosity may be software programs or digital content packaged for use with software programs such as Poser, DAZ Studio, Blender, etc. We refer to these digital items as “products”.

Marketplace buyers may be referred to as “buyers”, “customers”, “artists” or “members”.

Sellers/creators of products sold here are generally referred to as “vendor or vendors”.

## II. Vendor Registration and Store Setup

The vendor journey starts by joining the site as an ordinary user or site member. From there, we recommend that potential vendors study successful vendors and their products in the marketplace. Next, they can develop their skills by creating content and uploading it to the Free Stuff area of the site.

After learning more about the site, product packaging and uploading to the Free Stuff area, potential vendors are ready to register as a Vendor and gain access to the Vendor Control Room (VCR). See Marketplace|Sell With Us in the top navigation menu to access the vendor registration form. Once your application is reviewed and approved, a “Vendor Controls” option will appear in your User menu in the top right of the site. This is where you can upload products, access sales reports, view payment data, setup advertising, and access other vendor resources.

With access to the VCR, you’re ready to upload your first marketplace product. All uploaded products are screened by our Testing team to ensure that the product adheres to our standards and works as advertised in the description and promotional images (details below).

Vendors are limited to one store per person on the Renderosity marketplace. New vendors are initially restricted to 3 products until their gross sales exceed \$300. This is meant to discourage mass uploads of low quality products that are unlikely to be successful with our customer base.

## III. Product Submission and Quality Control

## Acceptable Product Types

The Renderosity MarketPlace welcomes a diverse range of products, including:

- 3D models
- Textures
- Props
- Morphs
- Animations
- Pose sets for existing models
- Software
- Products for various software programs (e.g., DAZ Studio, Poser, Vue, ZBrush, Blender)
- 2D software products

## Copyright and Intellectual Property Guidelines

Renderosity adheres strictly to the Digital Millennium Copyright Act (DMCA) and takes copyright and trademark infringements very seriously. Vendors are required to attest that they have the necessary rights and permissions for any resources used in their products.

## Product Testing Process

After upload by a vendor, all new products undergo a thorough testing process:

1. Vendors should thoroughly test their products before submission. For prolific vendors, obtaining a beta tester is probably a good idea. Our testing team is primarily focused on quality assurance. They may offer product or promotional suggestions but they are not tasked with correcting products that do not work properly.
2. Upon submission, the testing team will conduct an initial review for compliance with marketplace standards. This includes the quality and composition of any images uploaded with your product.
3. Products that pass the initial review undergo comprehensive testing by the testing team.
4. If there are technical issues identified during testing, the product will be marked as “failed” and the vendor will receive email notification. Our testers have some discretion on what can trigger testing failures but it includes hard technical issues, product history, vendor history and consultation with our Marketplace Manager when in doubt. A testing “failure” event starts a

threaded collaboration between the vendor and our assigned tester intended to address outstanding product issues as quickly as possible.

5. If the same product is submitted by a vendor and fails testing three consecutive times, that product automatically enters a 30-day waiting period during which the product cannot be submitted again. After expiration of the waiting period, the product can be re-uploaded, but the vendor must attest that has been beta tested by an qualified beta tester and provide the related testing results.
6. Once a new product is uploaded and passes testing, the vendor agrees to list that product in the Renderosity marketplace for a minimum of 60 days after the product is released. Requests to de-list products within the 60 days will be deferred. Renderosity buyers appreciate the product quality that results from our testing processes and this policy ensures that testing costs are covered.
- 7.

## Quality Standards

Renderosity has established specific quality standards for various product categories, including:

- General modeling requirements (e.g., use of tris or quads, proper UV mapping)
- Clothing-specific standards (e.g., inclusion of base textures, compatibility with character generations)
- Props guidelines (e.g., loading in zero position, smart propping for wearable items)
- Morphs creation rules
- Pose requirements
- Texture file formats and naming conventions

## IV.Product Packaging and File Requirements

### File Formats and Structures

- All files must be packaged into ZIP file format
- Files must comply with the appropriate file structure designed for the intended software. We do not package DAZ Studio in its native Studio/Content directories.

- For products compatible with multiple programs, separate comprehensive product zip files must be uploaded for each software.

## Required Documentation

Each product zip file must contain:

1. A Readme file with specific information (product name, copyright statement, vendor name, product description, system requirements, installation instructions, base product link, no other external links are allowed)
2. A License file containing a link to Renderosity's end-user license agreement (EULA)
3. All essential product files
4. Documentation folder at the root level of the zip file

## Naming Conventions

- Zip files should be named "PRODUCTNAME.zip"
- For multiple zips, use naming conventions like "ProductName\_01.zip", "ProductName\_02.zip", or "ProductNamePart1.zip", "ProductNamePart2.zip"
- Readme files should be named "ProductName\_Readme" to prevent conflicts

## V. Product Content Restrictions

Renderosity has restrictions against selling certain types of products.

### Restricted

- Products designed for adult entertainment
- Products designed to depict injury or torture
- Products or product assets displaying child or teen nudity

### Special Restrictions for Products with Child and Teen Content

- All child characters are required to have on at least a short sleeve shirt & no midriff shirts.

- Child characters must have clothing, pants, or skirts that are at least mid-thigh length.
- No child/adult characters can be included in one set. Teens are considered as children.

## VI. Product Promotion and Marketing Guidelines

### Product Descriptions

- Should provide clear and accurate description of the digital item for sale.
- Links to external stores are not allowed in product descriptions. For products that are dependent on a base product sold elsewhere, you can direct customers to your product's Readme file. This Readme file may include a single link to the base product.

### General Guidelines for Effective Promotional Images and Media

- No text allowed on any public images which are the Thumbnail, 16:9 and 1:1 images.
- 16:9 and 1:1 images are REQUIRED – and these need to be the same caliber or quality of main images.
- Use neutral backgrounds
- Opt for high-quality renders
- Showcase products creatively and from various angles
- Highlight all available content and options
- Include a minimum of three additional lightbox images on the product page
- Specific requirements for clothing and accessory promos

### Content Guidelines for Promotional Images and Media

#### Not Allowed

- Poses or activities suggesting engagement in sexual activities, being sexually suggestive, or erotic, regardless of the person's age.
- Items that appear "sexual in nature" or designed for "adult audiences."
- Reproduction of a 3D product in 2D format, creating direct competition with the original 3D product is prohibited
- Nudity in the first/main lightbox promotional image for a product, including the absence of clothes, transparent clothing, or the blurring of nude images. This is due to Renderosity's choice to reach a larger market by operating a SFW marketplace where generic "adult-content" thumbs

are not visible when browsing the marketplace. This will require character, morph, and skin creators to use product name, creative imagery and product description to communicate the nature of the product and encourage interested customers to explore the secondary promotional images (discussed below).

- Images featuring explicit views of the crotch area. Promotional images that focus on the crotch will be removed.
- Character or texture packages that contain nudity and focal content is deemed “too young”.
- Public Images of erect nipples are forbidden.
- Sexually suggestive language, images, or “censored” languages or images are not permitted.
- Depictions of injury caused to any living creature, including but not limited to piercing or edged weapons/tools, projectiles, fire or chemical burns, blunt force trauma, punching, kicking, slapping, strangulation, or crushing are prohibited.

## Allowed

- Promo images that show items, material/shader options, etc. included in your product. This will ensure that buyers have a precise understanding of what to anticipate when making a purchase.
- Secondary (not first/main image) lightbox promotional images may contain nudity if applicable to the product but must be marked as “adult content” with a checkmark in the Content Advisory box.
- Tasteful breast exposure is acceptable, with no areola or nipple exposure, and no transparent fabric. At least 50% of the breasts must be covered.

## Special Rules for Child Oriented Content

- The display of child or teen nudity is explicitly forbidden. This includes products promoted as teens, pre-adolescents, child-like fairies, etc. Renderosity abides by the definition of a Minor as outlined in United States law and the CPPA.
- Nudity in promo images is forbidden.
- Poses that are sexual are forbidden.

## Character Morph Only Creators

- Genesis characters labeled as “morphs only” must be presented using the corresponding default Genesis skin texture. For instance, G8 character morphs should be rendered with the G8 basic skin, and the same principle applies to Genesis 9-character morphs.
- Poser characters labeled as “morphs only” must be presented using the corresponding default Poser skin texture. For instance, La Femme character morphs should be rendered with the La Femme basic skin, and the same principle applies to L'Homme and other Poser-character morphs.
- No child/adult characters can be included in one (1) set.
- Teens are considered as children.
- If the staff perceives a character to have the likeness of a teenager or child, it will be treated as such.

### Clothing Content Creators

- Clothing creators must include 5 unique poses that accurately display clothing.
- In cases where your clothing item fails to cover the mandated 50% of the character's breast or reveals too much of the pubic area, the use of mannequins will be required.
- Mannequins are strictly prohibited in lightbox images, except when demonstrating the clothing item on the three (3) specified "distinct" body morphs.
- Promo images will need to show a clear front, side, and back view of the clothing item.
- Clothing or shoes cannot contain "hide" morphs to hide parts of the body such as feet, toes, hands, or fingers.
- Texture add-ons for clothing must display all included textures within the product. These textures should be rendered on a character model wearing the corresponding clothing.

### Pose Creators

- Poses should normally be shown on skin-textured characters but mannequins may be allowed in some cases.
- Crotch views are not permitted. If characters are spreading their legs, whether standing or sitting, the camera must be rotated to avoid pointing directly at the character's crotch.

## Use of Banner and Sidebar Ads

Complimentary banner and sidebar ads are available to vendors, linking to their store or specific products. These ads receive promotion site-wide, reaching all members. While designed to provide vendors with added exposure, these promotions should align with the site's overall professionalism.

## Product Showcase Forum & Gallery

Renderosity provides a special forum and art gallery called The Product Showcase for advertising products. This centralized location allows members to view new, updated, and previews of products.

## VII. Pricing and Revenue Sharing

Renderosity has implemented a Dynamic Vendor Split Model, which is recalculated automatically on the first day of each month. The vendor splits are determined based on the vendor's ranking in terms of contribution to site revenue over the past 90 days. The splits are as follows:

- Tier 1 (Vendors ranked 1-10): 70% split of the product price



- Tier 2 (Vendors ranked 11-25): 65% split of the product price
- Tier 3 (Vendors ranked 26-50): 60% split of the product price
- Tier 4 (Vendors ranked 51-100): 55% split of the product price
- Vendors ranking below 100: 50% split of the product price (all new vendors start here)

Vendors with sales from products set as permanently Prime receive a 5% increase in their vendor split.

Vendors that meet criteria and are approved for our Loyalty Program receive an additional 5% increase in their vendor split on products uploads. Details coming soon to vendor VCR pages.

The end result of these policies is a market-leading maximum split of 80% of each sale.

## Prime Club and Prime Product Pricing

Renderosity offers a paid Prime membership which offers buyers access to the best deals, exclusive coupons, special product pricing on Prime products, and reward points on every purchase.

At upload time, vendors can designate a product as a Prime product. Prime products are discounted 40%-50% off regular pricing for Prime members. These products are easily identifiable by the maroon sash labeled "Prime" and will display the original price, sale price (if available), and the Prime Price on their product pages.

In short, Prime products can be expected to receive more promotion and sell more units than non-prime products.

## Minimum Pricing Guidelines

Specific minimum pricing guidelines are available onsite via a link on the Product upload form.

## VIII. Payment Policies

### Payment Schedules and Methods

Normal vendor payments are processed on or before the 7th of each month for sales generated in the preceding month.

For vendors opting into mid-month payments, payments for sales on days 1-15 of each month will be sent before the 22<sup>nd</sup> of the month. Mid-month payment methods are limited to PayPal and Direct Deposit (US vendors only) and are subject to additional fees.

## Minimum Payout Thresholds

The minimum payment amount is \$60.00. Vendors can choose to raise their minimum payment threshold. Accounts with less than the minimum amount will receive payment in the subsequent cycle once the minimum has been met.

## Tax Identification Requirements for U.S. Vendors

US Vendors are required to provide their correct social security number or a federal employer identification number (FEIN). An IRS Form 1099 will be sent by January 31st when a vendor's sales exceed \$600. US vendors must review their address details annually by December 31st.

## IX. Collaboration and Multiple Vendor Products

Vendors are encouraged to collaborate on product creation. Each product can have up to 5 vendor partners. The first vendor listed on a product is considered the "primary vendor" and is responsible for certain decisions, such as opting into sales events. No modifications can be made to a product featuring multiple vendors without obtaining explicit written consent from all involved vendors.

## X. Prime Membership Benefits

Vendors who maintain a position in the Top 100 for a particular month are eligible for a complimentary one-month Prime membership. If a vendor already has a Prime membership, the bonus month will be added to their existing balance of pre-paid Prime months.

Additionally, when a product is released into the MarketPlace, the system ensures that the primary vendor receives 30 days of complimentary Prime membership starting from the release date. This benefit is not cumulative and will not extend the duration of an already-existing Prime membership plan unless necessary to ensure the promised 30 days of Prime access.

## XI. Product Updates and Maintenance

To submit an update for a product, vendors should use the update request feature in their Vendor Control Room (VCR). Updates will be processed if:

- the vendor finds a QA issue with the product after release
- a buyer reports a QA issue with the product after release
- the original product has surpassed a gross sales threshold of \$300. Renderosity reserves the right to decline an update, and an explanation will be provided in such cases.

Minor enhancements, such as adding makeup textures or extra eye maps for a character pack, are treated as product improvements and do not justify a re-release of the updated item. The decision to re-release an updated item is at the discretion of the Admin Team.

## XII. Intellectual Property and Copyright

Renderosity adheres to the Digital Millennium Copyright Act (DMCA) and treats copyright and trademark infringements with utmost seriousness. Vendors must confirm that they are the copyright holder or have obtained the necessary rights for any resources used in their products on the product upload form.

### DMCA Compliance

Bondware and its designated copyright agents may act on behalf of the Vendors for filing DMCA claims for illegal product distribution at other sites, and file cease and desist letters with sites that do not comply with DMCA claims.

#### Handling of Copyright Claims

By uploading a product to sell on the Renderosity website, vendors agree to Renderosity's copyright policy. Any copyright claim relating to a vendor's item may result in Renderosity appointing a designated agent to evaluate the claim. Pending resolution of the dispute, all payments for the product shall be suspended.

### Use of Merchant Resources

Numerous merchant resources are available in the MarketPlace to help vendors create their own original products. When purchased, these essentially grant the vendor the rights to use the merchant resource assets in a new, non-competing product type. Vendors are required to input the names of any merchant resources utilized in creating their product on the product upload page.

## XIII. Refund and Store Credit Policies

### Digital Download Refund Process

Before issuing refunds, customers are asked to contact the vendor to allow them to provide product support. Vendors are responsible for addressing product issues in collaboration with customers. If a product is found to be defective, vendor support is unavailable, or the product is misrepresented in the description, a refund may be granted. The decision to issue refunds rests with the Vendor and/or Renderosity MarketPlace Staff.

### Store Credit Options

Once a product has been downloaded, purchase refunds can only be processed with Vendor approval. In-store credit or replacement products may be granted within 30 days from the original purchase date, subject to the discretion of the vendor and/or the Renderosity MarketPlace Staff.

## XIV. Vendor Support and Communication

### Requirements for Vendor Responsiveness

We recommend that vendors with products in the Testing Queue login to the site more frequently as delayed response to testing staff communications can delay the release of a product or may lead to testing failure in extreme cases.

For all other vendors, we recommend that you monitor your vendor email and login to the site at least monthly. This is not a hard requirement, but we believe it does constitute best-practice to ensure quality customer service and adequate communications with marketplace staff. Failure to do so may lead to increased customer refund requests and negative customer reviews that affect future sales potential.

### Use of Renderosity Site Mail System

The Renderosity Site Mail system is the primary means of communication between vendors and customers for product support and inquiries.

## XV. Termination and Dispute Resolution

While specific details about termination and dispute resolution are not provided in the given documents, it is clear that Renderosity reserves the right to remove products or terminate accounts that violate their policies. For conflicts between vendors, such as naming disputes, vendors are urged to resolve issues independently before involving store staff.

## XVI. Changes to Policies

Renderosity reserves the right to make changes to these policies from time to time with sufficient notice to vendors via email, vendor forum posts and articles posted to the Vendor Control Room. Vendors are responsible for monitoring these important areas of communication with the marketplace staff.