**Record Store Day Canada 2022 Retail Code of Conduct**

Name of RetailerClick or tap here to enter text.

Shop Address(es)Click or tap here to enter text.

No. of Shops Click or tap here to enter text.

Website Click or tap here to enter text.

Store Staff Names Click or tap here to enter text.

E-mail contact Click or tap here to enter text.

Email addresses of any other staff members for the RSD mailing list Click or tap here to enter text.

Date your shop opened Click or tap to enter a date.

In order for your store to participate in Record Store Day on 23rd April 2022, retailers will need to complete, sign and date the following Retail Code by **28th February 2022.**

A store may only participate in Record Store Day if it is primarily regarded and marketed as a record shop and is an Independent Retail Store engaged in the sale of music products. An Independent Retail Store is defined as any independent shop (less than 20 shops if a chain) selling music as a key product line, which is/or will be open to the public for at least 48 weeks of the year for at least 20 hours over a minimum of 3 separate days per week. For clarification mail order only stores or stores which only operate for limited days during the year or are primarily engaged in the sale of non-music products will not be eligible.

Participating stores must adhere to the spirit of Record Store Day, which is designed to encourage music buyers to visit Record Stores both on the day & after the event. By signing up to RSD you agree you will use reasonable endeavours to be active and positive on social media and use #RSD22 to generate awareness and interest in the event. Participating stores will work with reps and distributors to secure allocations of stock and then communicate proactively with customers to build excitement and positivity around the event itself.

Participating stores must stock new product throughout the year, placing regular orders with suppliers and stock a relevant range of RSD product. Participating stores must have active\* accounts with a relevant proportion of record labels before 29th January 2022 otherwise they will not allocate product and be able to open accounts in time for RSD.

Participating stores may not open prior to 8am on the day of Record Store Day and may not take pre-orders or reservations for customers not able to come into the shop to make their purchase.

No store may hold back product to sell at a later date, either in shop or online. For clarification a shop may not reserve any product on Record Store Day i.e. stores should not hold back product for anyone even if they attend the store later in the day. All RSD product has to be sold on a first come first served basis.

Participating stores or their staff members may not sell any Record Store Day products online or via mail-order until the Friday following RSD at 8pm ie 20.00hr on Friday 29th April 2022 (the online sales date). Any retailer found to be selling online prior to the online sales date will not be eligible to participate in future Record Store Day activities. Any retailer found to be selling online on their own shop accounts or related staff, friends or family accounts before this date will not be eligible to participate in future Record Store Day activities.

Stores found to be bringing Record Store Day into disrepute by charging unfair prices or operating unfair purchase procedures to customers will not be eligible to participate in future Record Store Day activities. Guidance on what might be considered unfair can be obtained from the ERA office. Please note, if selling on eBay, a fixed price must be offered.

These rules also apply to Black Friday product, with the exception of online sales, where product may be sold online after 24 hours.

Stores must agree to read, action and adhere to any subsequent communication regarding the Record Store Day Retail Code.

Please complete the Retail Code of Conduct and send to info@recordstoredaycanada.ca who will process your application.