

Online Sales Rules and Guidelines

1. The Girl Scout Cookie Program is a girl-led program; online marketing and sales efforts should **always** be led by a Girl Scout under the supervision of a caregiver.
2. Girls engaging in online sales and marketing must review and adhere to the Digital Marketing Tips for Cookie Entrepreneurs and Families.
3. Girl Scouts, volunteers, and caregivers must review and adhere to the Internet Safety Pledge, the Digital Cookie Pledge, the Supplemental Safety Tips for Online Marketing, and Safety Tips for the Girl Scout Cookie Program.
4. Sales links should NEVER be posted to online resale sites like eBay, Facebook Marketplace or Swap, online yard sales or neighborhood sites, Mercari, or any other retail/resale sites.
 - Be aware that Facebook posts containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this, disable the automated function.
5. Social media ads should NOT be purchased or donated to promote sales links.
6. Girls should remove their last name when using social media sites to protect their identity.
7. GSUSA and GSCB reserve the right to remove or disable a link for any reason, including violation of rules and guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
8. Caregivers, Girl Scouts, and volunteers should contact and collaborate with GSCB and GSUSA in advance of any national news media opportunities tied to girls' online marketing and sales efforts.
9. Use of vanity URLs are permitted to add a creative component to girl marketing and learning. However, GSCB, a troop, a caregiver, or a girl may not use GSUSA's intellectual property (e.g. Buy Thin Mints Now or Buy Girl Scout Cookies) as part of a vanity URL.
10. GSCB encourages troops and Girl Scouts to use the GSUSA approved digital sales platform, Digital Cookie, to share troop and girl sales links as they are directly connected to the troop's account in eBudde.