

360 Park Homes Limited

Advertising Guidelines

These Advertising Guidelines explain the standards, rules and expectations that apply to all listings, advertisements and user-generated content published on the 360 Park Homes platform.

Contents

1. Purpose of the Guidelines
2. Listing Accuracy
3. Property Photographs
4. Pricing Information
5. Property Descriptions
6. Residential Park Home Requirements
7. Prohibited Listings & Content
8. Duplicate Listings
9. Seller Conduct
10. Platform Moderation
11. Featured & Promotional Listings
12. Reporting Listings
13. Changes to these Guidelines
14. Contact Information

1. Purpose of the Guidelines

These Advertising Guidelines are designed to maintain listing quality, improve buyer trust and ensure the platform remains accurate, professional and suitable for residential park home advertising.

2. Listing Accuracy

All listings must contain truthful, accurate and up-to-date information.

Sellers must ensure that:

- pricing is genuine;
- measurements are reasonably accurate;
- property descriptions are not misleading;
- availability information is current;
- photographs fairly represent the property.

Knowingly false or misleading advertisements are prohibited.

3. Property Photographs

Photographs should clearly represent the property being advertised.

Images should:

- be clear and good quality;
- relate directly to the advertised property;
- avoid excessive editing or misleading filters;
- not contain watermarks from competing platforms where possible;
- not infringe copyright or intellectual property rights.

360 Park Homes may remove or reject unsuitable images.

4. Pricing Information

Advertised prices must accurately reflect the intended asking price for the property.

Listings should clearly disclose:

- site fees or pitch fees where applicable;
- age restrictions;
- tenure or licensing information;
- any significant charges known to the seller.

Artificially misleading pricing practices are prohibited.

5. Property Descriptions

Descriptions should provide fair and honest information about the property.

Sellers should avoid:

- exaggerated or deceptive wording;
- inaccurate claims;
- hidden defects or omissions;
- discriminatory language;
- offensive or abusive content.

Descriptions may be edited for formatting, grammar or moderation purposes.

6. Residential Park Home Requirements

Listings should primarily relate to:

- residential park homes;
- retirement park homes;
- approved park owner stock;
- residential mobile homes.

Holiday-only accommodation, unrelated vehicles or non-residential property listings may be refused unless specifically approved by 360 Park Homes.

7. Prohibited Listings & Content

The following content is prohibited:

- fraudulent listings;
- duplicate advertisements;
- unlawful material;
- abusive or threatening language;
- misleading pricing;
- fake contact information;
- stolen photographs;
- discriminatory content;
- spam or promotional abuse.

360 Park Homes reserves the right to immediately remove prohibited content.

8. Duplicate Listings

Users should not create multiple listings for the same property unless specifically authorised.

Duplicate listings may:

- reduce search quality;
- mislead buyers;
- negatively affect platform performance.

Duplicate advertisements may be merged, suspended or removed without notice.

9. Seller Conduct

Sellers are expected to communicate professionally and honestly with buyers.

Abusive behaviour, harassment, threats, misleading conduct or repeated policy breaches may result in account suspension or permanent platform restrictions.

10. Platform Moderation

All listings remain subject to manual moderation and approval.

360 Park Homes reserves the unrestricted right to:

- reject listings;
- edit formatting or categorisation;
- remove listings;
- suspend accounts;
- request additional information;
- restrict platform access.

Moderation decisions remain at the sole discretion of 360 Park Homes.

11. Featured & Promotional Listings

Featured placements, homepage exposure, launch promotions and advertising upgrades may be offered to qualifying listings.

Promotional placement does not guarantee enquiries, sales or buyer interest.

12. Reporting Listings

Users may report listings believed to be misleading, fraudulent, inaccurate or otherwise inappropriate.

360 Park Homes may investigate reports and take moderation action where considered necessary.

13. Changes to these Guidelines

360 Park Homes reserves the right to update or amend these Advertising Guidelines at any time.

Updated versions become effective immediately upon publication on the platform.

14. Contact Information

360 Park Homes Limited

The Office Fox Park, North St,
Barrow Upon Soar,
Leicestershire,
LE12 8PZ

Email: contact@360parkhomes.com