

Second and Third-Party Provided Labor

FY25 Guidelines & SOP.

Overview.

The purpose of these guidelines is to set clear expectations for all work Second- or Third-Party Provided Labor conducts in Best Buy locations. It is important to ensure alignment of goals and strategy to maximize the customer and employee experience.

- **Approved Third-Party Providers** are hired to perform work for Best Buy, as well as for vendors. Non-approved providers cannot be used to perform services in stores without prior written approval from the Best Buy Vendor Programs team.
- **Second-Party Vendor** teams are deployed by vendors to perform work in Best Buy stores. These teams must consist of the vendor's own W-2 employees.

Unless otherwise noted, all guidelines written are applicable for both Second-Party Vendor and Third-Party Provider Associates. Guidelines including Second- and Third-Party Provided Labor teams will be referred to as Provided Labor for the duration of the document. Failure to comply with these guidelines could result in corrective measures up to and including the removal from assigned activities, inability to perform future work, reevaluation of capability at provider/vendor expense, and the removal from the overall Provided Labor program.

Benefits to Best Buy and Vendors.

Best Buy has established a list of providers that have been approved to work inside of Best Buy locations to manage and enhance the customer experience. Creating and maintaining a solid partnership with these approved providers is important as they have a significant business impact throughout the year to support Best Buy's customer obsessed environment.

- Best Buy's engagement with Provided Labor ensures our customers and employees needs are met and they receive a consistent experience.
- Best Buy's approved Provided Labor companies must have:
 - Product knowledge
 - Best Buy Selling Skills training
 - Best Buy Induction training
 - Safety training
 - Best Buy Merchandising training
 - Accurate information regarding the range and scope of their services
 - Data integration capabilities
 - Access to Best Buy's systems to electronically log their activities while in our locations

The approved providers can expect Best Buy to:

- Hold approved providers accountable to a high-level of customer and employee experience standards, high-level quality of labor, competitive pricing, and focused, fast, and flexible service.
- Provide strong partnership between vendor, Best Buy and providers to drive improved execution of all stakeholders' initiatives.

Provided Labor Requirements.

- Procure and maintain a policy of commercial general liability insurance with a combined single limit of one million (\$1,000,000) dollars for each occurrence naming Best Buy as an additional insured.
- Procure: (i) Workers Compensation insurance in an amount not less than the statutory limits for the states in which the Services are performed and (ii) automobile liability insurance in an amount not less than one million (\$1,000,000) dollars per occurrence combined single limit for personal injury including death, and property damage.
- Procure and maintain Umbrella coverage of not less than ten million (\$10,000,000) dollars.
- Must have a Human Resource department that includes a legal department.
- Coverage to conduct services in all Best Buy U.S. locations.
- All Provided Labor Provider Associates assigned to perform services in Best Buy locations must be W-2 employees of the applicable vendor or provider.

Approval Process.

Best Buy approval is required prior to any program being executed. Not adhering to the approval process, timelines and guidelines may result in delays of the program launching or the program not being allowed to launch.

Best Buy requires alignment between Best Buy Category Sales Enablement and Category Lead(s), along with the Vendor and Provider for the customer and employee experience.

- All parties must align on scope, goals, schedules, training, and other program details prior to the launch or changes in the program.
- Best Buy is responsible for providing the final approval for all programs.
- Sales, Brand Advocacy, and Merchandising continuity programs should be aligned and approved with Best Buy a minimum of three weeks prior to program launching.
 - Modifications include, but are not limited to, changes to the approved location list and what activities are being completed within Best Buy locations.
- Merchandising projects should be aligned and approved by Best Buy at least five weeks prior to launching.

Once approved, Best Buy requires programs maintain alignment through:

- Ongoing meetings with appropriate Best Buy teams.
- Discussions during business reviews.
- Open lines of communication between the Vendor, Best Buy, and Provider.

Provided Labor Associates Expectations.

Provided Labor Provider Associates are expected to conduct work in a professional manner to ensure the desired business outcome and shopping experience. Below are the basic expectations for Provided Labor Provider Associates performing work in Best Buy stores:

General Behavior.

- Prior to working in a Best Buy, all required trainings must be completed:
 - All Team Members
 - Best Buy Induction Training
 - Non-Best Buy Worker Safety Training
 - Harassment and Discrimination Prevention Training (not provided by Best Buy)
 - Sales, Brand Advocacy
 - Best Buy Selling Skills
 - Applicable POS and Systems Access Training
 - Applicable elements from Merchandising 101 (i.e., Sign System, Downstocking, Planograms, etc.)
 - Brand Advocacy
 - Best Buy differentiators (i.e., Totaltech, applicable financial services trainings, etc.)
 - Applicable elements from Merchandising 101 (i.e., Sign System, Downstocking, Planograms, etc.)
 - Merchandising
 - Merchandising 101
- Utilize LILO to log in and log out of each visit: <https://workforce.bestbuy.com/vendor-workforce/portal/home>
- Are required to check in and out with a member of Best Buy store leadership.
- Cannot tamper with or disparage other vendors, displays, products or retailers.
- Cannot use aggressive or illegal (i.e., bait and switch) sales tactics to close sales of vendor products.
- Always present a professional demeanor toward customers, employees, and other vendor/Provider Associates.
- Comply with Best Buy Provided Labor [Dress Code](#).
- Comply with [Best Buy policies](#) on the Best Buy Partner Portal, including Code of Ethics, Gifts and Vendor Relations Policy, Supplier Code of Conduct, and Conflict of Interest Policy.
- Use Best Buy Selling Skills when engaging customers; when appropriate, hand customer to a Best Buy employee.
- Do not give any type of work direction to or attempt to performance manage Best Buy employees. Best Buy Field Leadership teams are responsible for all work direction and performance management of Best Buy store employees.
- Adherence to Best Buy's Confidentiality Guidelines.
- Discussing or using proprietary Best Buy information is prohibited including:
 - Provider Associates cannot request or possess sales, inventory, financial information, or any other proprietary information of any kind.
 - Provider Associates cannot engage in any financial or compensation conversations around commissions, margin, or employee compensation.
 - Provider Associates cannot engage in any type of survey or information solicitation with employees unless approved by Best Buy Corporate prior to visit.
- Use of any Point of Sale (POS) system is not permitted unless defined by the program agreement.
 - Trainings required of all Provider Associates approved for POS access must be completed within the Best Buy Learning Network Vendor Hub.
- Vendors and Third-Party Providers are responsible for any loss, theft, or damage of Best Buy product. They will work with Best Buy Vendor Programs team for reimbursement.
- Table displays and balloons are not allowed, unless approved by Best Buy Corporate Category Sales Enablement team in writing. If approved, tables must be removed from store at the end of each visit.
- No more than one Provider Associate in store representing a vendor at a time other than for the exceptions below:

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- If a Provider Associate is being trained by their leader then there can be two total.
- If a merchandising job requires more than one Provider Associate to complete there can be multiple Provider Associates.
- Provider Associates must stay in their primary zone throughout their shift, which is the department where the product they are representing is primarily located.
 - Provider Associate can assist customers shopping within a vendor experience (vendor pad) that they represent; however, they are not allowed to pull customers out of a competitor's vendor pad or zoned area.
- During downtime, Provider Associates should remain productive through spending time on activities outlined below within the approved activities sections.
 - Provider Associates should refrain from engaging Best Buy employees or other vendor/Provider Associates in excessive personal conversations.
- Marketing collateral (brochures, flyers, etc.) are not allowed to be left behind in any Best Buy location.
- Shopping is not allowed during shifts.
- Guests or family members who are not employees of any Provided Labor Provider Associates are not allowed in the same store during their work shifts.

Inspection Process.

All Vendor/Provider Associates are responsible for complying with the inspection process. Possessions brought into Best Buy stores are subject to inspection at completion of shifts. The inspection is conducted by a Key Holding Leader, a Profit Protection (PP) Specialist or a Supervisor. The process consists of a visual inspection of the Provider Associate's personal belongings, including but not limited to briefcases, purses, duffel bags, lunch boxes, backpacks, toolboxes, and shopping bags. The inspection also includes a coat check and a receipt check for any product purchased.

- If there is no one present at the front of the store or Front Door Advisor desk to conduct the possessions inspection, notify a manager that you are preparing to leave for the day so they can assist you and complete the possessions inspection.
- Provider Associate should have their coat off and any contents removed before presenting the coat for pat down during the possession's inspection. If further inspection is necessary, a manager may ask to move to a more private location.
- Provider Associates should present receipts for all product purchased. Open-box and resealed product will be validated.

Attendance.

- Attendance for shifts must be 90% or greater.
- Vendors and Third-Party Providers should make every effort to find a replacement to fill vacant shifts.
- Provider Associates must arrive on time and in dress code for all scheduled visits.
- All personal belongings including coats, backpacks, and purses are to be kept in the Provider Associate's car or the store's Hub (break room). The Provider Associate assumes responsibility of personal items.

Check In/Out Process.

- Location log in log out execution must be at 95% or greater compliance.
- Upon arrival, immediately locate nearest terminal and log into the locations Log In Log Out (LILO) system. Accessing the LILO system can also be done through a mobile device if the Provider Associate has one available to them. It is critical that Provider Associates accurately log the program(s) they are working on.
- After logging into the log in log out system, find a store manager to inform them of your arrival, and provide the following information:
 - Employer.
 - Vendor representing and what Third-Party Provider they represent, if applicable.
 - Duration of the visit.
 - Tasks to complete.

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- Once the visit is complete, locate a store manager, and inform them of the following information:
 - Tasks completed and walked through the scope of work and report any issues that were encountered.
 - Any Interactive Display Issues Log (IDIL) updates needing to be entered.
 - Expected next visit (if applicable).
- After locating and discussing the visit with a store manager, find a terminal/kiosk and log out of the stores log in log out system.
- Comply with store procedures while exiting the building including bag and personal belonging inspections.

Log In Log Out (LILO) System.

Each program should be registered in the site so your Provider Associate can log their time appropriately. For Vendors, work with the Best Buy Vendor Programs team to create/edit your programs.

- Log in log out User Guide: Review [this guide](#) for instructions on how to use the log in log out as a Provided Labor admin and as an in-store user.
- Log in log out Reporting: This reporting allows Vendors and Third-Party Providers real time visibility to compliance in all metrics they are being held accountable to.

Approved Activities: Description of Services.

Activities are set up as a project or a continuity program. Approved activities that can be performed by each Third-Party Labor provider are available [here](#).

The three approved activities include POS Sales, Brand Advocacy and Merchandising. Below is a short description of each. For all guidelines connected to the specific activities, visit the activity specific guidelines and SOP documents found [here](#):

Sales: Transacting with a customer while representing a vendor or multiple vendors in a sales category, technology or solution including processing the sale, physically or digitally, utilizing Best Buy POS system(s) and tools.

Brand Advocacy: Focused on driving sales or awareness of a specific vendor, technology or solution through several different functions. **Assisted Sales** primarily focuses on assisting customers by focusing on a specific set of vendor product(s) and Best Buy differentiators. Assisted Sales function does not extend to transacting with the customer.

Demonstrations focus on brand awareness of a specific product or technology by demonstrating its capabilities to customers and Best Buy employees. The **Training** function educates Best Buy employees on vendors brands and products or technology that is available within Best Buy's assortment.

Merchandising: Merchandising activity includes level 1, level 2, light merchandising, audits, and light construction.

- All merchandising definitions are available [here](#).

Vendor-Operated Training Events, Sweepstakes, Contests and Giveaways.

Best Buy’s reputation and ability to succeed in the marketplace hinges on the quality and integrity of relationships with vendors and there are guidelines in place to help make good business decisions that uphold Best Buy’s values.

Topic	Acceptable	Not Acceptable
Vendor Operated Training Events	Vendor-operated training events: <ul style="list-style-type: none"> • Must have a legitimate business purpose • Must be attended by the vendor • Must be approved by Best Buy District Manager or General Manager(s) • Meals provided at the training event must be nominal in value 	Vendor-operated training events should not incorporate any type of entertainment (i.e., golfing, bowling, movies, etc.) or be held at an entertainment venue (i.e., Top Golf, Dave & Busters, movie theater, etc.).
Giveaways/ Promotional Items	Promotional items of de minimis value may be given to employees (i.e., disposable pen, plastic water bottle with the vendor’s logo).	Promotional items greater than de minimis value may not be given to employees (i.e., jackets with the vendor’s logo – jackets are more expensive and are not part of the Best Buy uniform).
Vendor-Operated Employee Promotions (Sweepstakes & Contests)	Sweepstakes/prizes are allowed only if: <ul style="list-style-type: none"> • Best Buy receives the signed Vendor Operated Employee Promotions Indemnity Form before the event • Winners are selected randomly • No purchase is necessary • Best Buy may NOT assist the vendor in conducting promotions • Tax Consequences: The vendor is solely responsible for compliance with IRS reporting requirements • Vendor may NOT use any personal information collected from Best Buy employees for any purpose other than fulfilling its obligations under the promotion • Sweepstakes is open to a broad audience 	Vendor-operated contests at a local store/market/district/territory level are not allowed without prior approval. All contests must be approved by the Best Buy Category Sales Enablement team. If approved, the contest/promotion cannot be posted in areas of the store that are customer facing (i.e. sales floor or by the register). Prizes may not include cash or gift cards.

Third-Party Labor Provider System Requirements.

Best Buy requires all Third-Party Labor providers to make available to Best Buy all activity being executed in stores. They are required to provide Best Buy with data through electronic feeds to Best Buy systems. This information gives our retail and corporate teams visibility to what is happening in our stores and what activities are coming up. Through the systems, we can capture feedback from retail, vendor, and corporate teams to improve the execution in location. The following information is required to be sent on a consistent basis, weekly at minimum.

- Schedules for a full two weeks prior for all sales and brand advocacy programs.
- New merchandising projects loaded no later than the Wednesday prior to program start date.
- Changes to any current program:
 - Program information includes, but is not limited to:
 - Name
 - Type/Activity
 - Description
 - Vendor ID
 - Service Provider ID
 - User ID
 - Location ID
 - Start Time
 - End Time
- Merchandising execution status updates
 - Store visit detail
 - Project completion status
 - If not completed, provide reason not completed
 - Date completed
 - Best Buy store contact
 - Completion photo
- Activity information includes
 - Store contact name
 - Store contact e-mail
 - Program supported
 - Date of activity (should be prior day)
 - Store visited
 - Number of hours and dollars spent in Best Buy the previous month (at minimum sent by the tenth day of each calendar month for the previous month)

Qlikview Reporting.

Third-Party Labor Providers are granted access to SKU level reporting through an app called Qlikview. Qlikview is a dashboard system that Best Buy leverages for Point of Sale (POS) data. This system is not the only form of POS data information Best Buy leverages. Best Buy reserves the right to remove, change or update the ability to access Qlikview at any time.

- Third-Party Labor Providers must adhere to Best Buy's [Vendor Privacy and Security Policy](#) regarding the data.
- Best Buy strictly prohibits any data points that are not public knowledge to be shared with any current or potential clients of the Third-Party Labor providers without PRIOR written approval from Best Buy.
- Best Buy holds each Third-Party Labor Provider to the terms that are called out contractually in the Service Provider Agreement regarding the abuse or neglect of this data.
- The Qlikview team, along with the CIU leadership determines how data is leveraged which includes anything from marketing and advertising initiatives to vendor provided information.
- Best Buy has authorized the approved Third-Party Labor providers to leverage the Qlikview data internally for purposes such as:
 - Only SKU level sales data can be accessed for SKUs represented in Third-Party Provider's program
 - Trend on current programs
 - Store analysis to assist Vendors in initial selection of locations. Only approved after Third-Party Provider has a signed contract with vendor and the program has been approved by Best Buy.
 - Internal ROI analysis
 - Any data shared outside of Best Buy must be approved by the Vendor Programs management team
- Best Buy permits the use of Qlikview to the Third-Party Provider's users who have been granted a Best Buy laptop and a Qlikview license.
- No users other than those assigned to a laptop are permitted to access the laptop. Improper use may lead to Third-Party Labor Provider not being allowed to have any laptops assigned to individuals off-site.
 - If Best Buy is informed of misuse (whether it is partner, competitive agency, vendor, or any other form) and has determined that the misuse was intentional, the following are all reasonable consequences for **any** violation regarding our proprietary data (not just for the Qlikview system):
 - Immediate suspension of any and all Qlikview licenses for Third-Party Labor Provider.
 - A written action plan of internal provider policy changes to ensure violation does not occur again.
 - Possible termination of approved status on the Best Buy Third-Party Labor program.

Compliance and Violation of Guidelines.

The structure of these guidelines ensures fair and equitable evaluation of all Provided Labor companies. Actions and behaviors that deviate from the guidelines may result in a negative desired business outcome. Full compliance with the prescribed guidelines is required to ensure alignment between Best Buy, Provided Labor companies, and vendors to maximize customer and employee experiences.

Any violation of these guidelines will be tracked and reported to Best Buy. Provided Labor Provider Associates who violate these guidelines, regardless of requests from individual stores, will be addressed.

All Provided Labor companies are responsible for ensuring that the established guidelines are clearly and consistently communicated and upheld with every Provider Associates that interacts with a Best Buy customer or employee at any level or location.

Non-compliance with these guidelines, policies, and procedures may lead to:

- Termination from Best Buy in store execution or the Third-Party Labor program.
- Ineligibility to execute a capability, skill set or support in areas of the business.
- Reevaluation of capability at provider expense.

Provided Labor Service Level Agreements and Key Performance Indicators.

FY25 SLA	Description	Standard
Feedback forms and issue resolution	Provide an update within 2 calendar days. Resolve the issue within 7 calendar days.	2-day average to respond 7-day average to resolve Nov. Wk. 1 – Jan. Wk. 2 enhanced standards: 1-day average to respond 5-day average to resolve
Store Log In Log Out Execution	Provider Associates will accurately log in and out of Best Buy Systems for every activity performed.	95% compliance
Overall merchandising	Projects are only allowed to be completed between store opening and 5:00 PM. Projects cannot be completed on the weekends. Assistance from Best Buy employees is not allowed unless approved by Best Buy.	100% visit compliance
Merchandising sets (1 week)	Service Providers visit 90% of stores in week 1 of the merchandising project and the remaining visits will occur in the following week. All merchandising projects should be scheduled for 1-week completion unless approved by Best Buy.	90% visited within 1 week 100% visited within 2 weeks 80% completed within 1 week 90% completed within 2 weeks 95% audit compliance
Merchandising sets (2 weeks)	Service Providers will visit 90% of stores within 2 weeks of the merchandising project and the remaining visits will in the following week. 2-week sets need to be approved by Best Buy.	90% visited within 2 weeks 100% visited within 3 weeks 80% completed within 2 weeks 90% completed within 3 weeks 95% audit compliance
Training	All Provider Associates complete required trainings within 30 days of assignment.	100% of Provider Associates pass Best Buy required trainings prior to visiting any Best Buy locations.
POS Access	All Provider Associates must be certified by store leadership and process initial transaction for validated access to systems.	100% of POS trained Provider Associates are required to be scheduled to be certified within 7 calendar days of completing Learning Network Vendor Hub trainings.
Schedule Execution	Provider Associates execute 95% of all scheduled Sales shifts.	. Execute 95% of Sales shifts scheduled.

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FY25 KPI	Description	Standard
Sales and Brand Advocacy Program Support	Gain approval by Category Sales Enablement Leadership for any Sales Program modification or new programs launch before execution.	Align with Category Sales Enablement team at least 3 weeks prior to program launch/modification.
Selling Skills Training	All sales, assisted sales, demonstration, and training associates complete Best Buy Selling Skills Training and all applicable sales training.	100% of active associates trained on Best Buy Selling Skills.
Merchandising Training	All merchandising associates in Best Buy stores pass all applicable merchandising trainings.	100% of active associates trained on applicable merchandising trainings.
Best Buy Data Transmission	Maintain up to date and accurate data for all activities at Best Buy through appropriate submission methods.	Review with Best Buy during QBR
Sales Metrics	For all approved sales, Provider Associates will meet or exceed aligned department KPIs around key differentiators and product specific goals.	Best Buy differentiators: <ul style="list-style-type: none"> • My Best Buy Membership 1 for every \$5,000 sold • Microsoft 365: 1 for every 5 computers sold • Financial Services 1 application for every \$8,000 sold Additional KPIs to be aligned by department.
Qlikview reporting	Service Provider may leverage Qlikview reporting to fulfill the Best Buy program reporting requirements. Any other use of the information requires Best Buy written approval.	No data shared outside of Best Buy without written approval (see Qlikview Reporting section)