



Code Communications Initiative

To qualify for recognition under the Code Communications Initiative, complete five of the following activities between April 2015 and March 2016.

- Post a clear and conspicuous link to the DSA Code of Ethics (directed to www.dsa.org) on the home page of the company website.
- Include the complete DSA Code of Ethics on the company website.
- Include a link to DSA's salesforce website, directselling.org, on the company website.
- Include the links to the DSEF-produced DSA Code of Ethics Online vignettes on the company website.
- Engage a member of the DSA staff to give an industry presentation to key company employees (senior management, Board of Directors or majority shareholders).
- Engage a member of the DSA staff to give an industry presentation to members of the field salesforce at a company-sponsored event.
- Provide a training program (administered by company personnel) on the DSA Code of Ethics for members of the salesforce.
- Distribute copies of the Code of Ethics to members of the salesforce at a company event.
- Distribute copies of the Code of Ethics to members of the salesforce in a stand-alone mailing.
- Include a copy of the complete DSA Code of Ethics in the company's policies and procedures manual.
- Include a copy of an article about the Code of Ethics in the company's print or electronic newsletter.
- Include a "Code of Ethics Quiz" on the company's website that encourages salesforce members to learn about their rights and responsibilities under the Code.
- Begin including in the company's start-up kit a copy of the DSA-produced one-page synopsis of the DSA Code of Ethics.
- The company's Code Responsibility Officer or other senior executive participates in the semiannual CRO conference call.
- The company's Code Responsibility Officer or other senior executive participates in one of the Code Modifications and Ethical Best Business Practices Webinar.
- Include in its contracts with sales representatives the following language, in at least 10-point type and with an accompanying check-off acknowledgment: "I understand that [company name] is a member of the Direct Selling Association and provides certain assurances under the Direct Selling Association Code of Ethics, including provisions dealing with the return of inventory."

For more information, contact John Webb, Associate Legal Counsel & Senior Director, Government Relations at jwebb@dsa.org.