



DIRECT SELLING ASSOCIATION

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## **DIRECT SELLERS SUPPORT INCREASED DATA SECURITY TO PROTECT CONSUMERS**

### **Background**

Direct selling companies maintain independent distributors' personal information, and as in many retail transactions, customers often use credit cards when purchasing goods or services. However, there is an increasing threat that credit card and personal information can be compromised. Protecting customers' information is a priority for direct selling companies and distributors.

### **Position**

Company online transactional systems should be fortified to protect distributor and customer information. Legislation should not be adopted that restricts companies and distributors' ability to secure customers financial information.

DSA supports legislation that aids in the investigation of individuals engaging in any offense compromising distributor or customer information. Additionally, policymakers can assist direct sellers by establishing systems to easily notify consumers of fraud.

### **Policy Alternatives**

DSA supports policy proposals that work toward achievable and necessary solutions on the critical issue of preventing cyberattacks and protecting vital information. These proposals include sharing responsibility for protecting this information through the entire payment chain.