



DIRECT SELLING ASSOCIATION

# Direct Selling Association's Code of Ethics

## The Standard for an Accountable Marketplace

### Protecting Consumers

### DSA Member Responsibilities

### Protecting Salespeople

#### In all interactions, a salesperson must:



- Contact customers at a convenient time.
- Provide accurate information on products and services.
- Provide company and salesperson contact information.
- Protect customer privacy.
- Ensure product and earnings claims are clearly documented and defined, and substantiated by competent and reliable evidence.

#### A salesperson will not:

- Engage in unlawful or unethical recruiting practices.
- Encourage fellow salespeople to purchase unreasonable amounts of inventory or sales aides.
- Encourage selling of products solely to qualify for downline commissions.

#### A member company must:



- Abide by the Code's standards and procedures as a condition of DSA membership.
- Publish the Code on their website and the process for filing a Code complaint.
- Provide ethics training to their salespeople.
- Ensure product and earnings claims are clearly documented and defined, and substantiated by competent and reliable evidence.

#### A member company will not:



- Engage in unlawful or unethical recruiting practices and exorbitant entrance fees.
- Encourage salespeople to purchase unreasonable amounts of inventory or sales aides.
- Encourage selling of products solely to qualify for downline commissions.

#### A member company must provide:



- Information on its compensation plan, products and sales methods.
- Actual and potential sales and earnings claims; accurate descriptions of products, services and opportunities.
- A contract detailing the relationship with the company, including start-up fees and costs.
- An explanation of its repurchase policy, requiring a 90% refund on currently marketable materials within 12 months of purchase, including sales kits if required.

### Enforcement

- The Code of Ethics is enforced by an independent administrator, responsible for compliance and complaint resolution. A member company agrees to abide by the requirements of the Code as a condition of DSA membership.



- The Code Administrator is empowered to employ any appropriate remedy to ensure that salespeople do not incur significant financial loss, including requiring DSA member companies to repurchase inventory or materials.
- Member companies must ensure all marketing activity by the salesforce is consistent with company policies and the Code.



- Member companies are subject to reviews to ensure Code compliance and adherence to state and federal laws.
- The Code requires consumer protection measures beyond the minimum standards set by the legal and regulatory communities.
- The Code administrator is empowered to issue periodic compliance reports, including public reports.