



DIRECT SELLING ASSOCIATION

What is the Direct Selling Association (DSA)?



DSA represents companies like yours – companies that distribute goods and services through an independent, entrepreneurial salesforce.



DSA serves to promote, protect and police the industry by setting high ethical standards, grounded in the Code of Ethics that your company follows as a condition of membership.



DSA has been around for more than 100 years, and our Code of Ethics, originally enacted in 1970, protects you, your customers and your sales network.

What do you need to know about DSA's Code of Ethics?

THE CODE PROTECTS



The Code requires your company to provide you with:

- Information on the 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 the repurchase policy, requiring a 90% refund on currently marketable materials within 12 months of purchase, including sales kits if required.
- Ethics training.

The Code includes requirements stating your company and other salespeople must not:

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

DSA's independent administrator is empowered to employ any appropriate remedy to ensure that you do not incur significant financial loss, including requiring your company to abide by the Code's repurchase policy.

The Code requires you to:

- Contact customers at a convenient time.
- Provide accurate information on products and services.
- Provide your contact information, including your company's information.
- Ensure product claims are clearly documented and defined, and substantiated by competent and reliable evidence.
- End a demonstration at the customer's request.
- Provide an easy to understand receipt.
- Explain the Code's cooling off period, permitting the consumer to withdraw from a purchase order within a minimum of three days and receive a full refund.
- Describe any warranty or guarantee.
- Explain how to return a product and cancel an order.
- Protect customer privacy.

THE CODE PROTECTS



The Code requires you and your company to:

- Ensure that any materials marketed to potential recruits are consistent with company policies.

The Code includes requirements stating you and your company must not:

- Engage in unethical recruiting practices.
- Encourage your sales network to purchase unreasonable amounts of inventory.
- Encourage selling of products solely to qualify for downline commissions.

THE CODE PROTECTS



For more information on DSA's Code of Ethics and ethical business practices, visit dsa.org/consumerprotection and directselling.org.