



National Programs






Direct Selling Self-Regulatory Council

INDEPENDENT INVESTIGATION. INCREASED OVERSIGHT. ACTIVE MONITORING.

WHO

The Direct Selling Self-Regulatory Council (DSSRC) was launched in 2019 as a third-party, independent self-regulatory program administered by the non-profit organization BBB National Programs. DSSRC is funded by the Direct Selling Association (DSA).

PROGRAM HIGHLIGHTS

- # 1,326 representative product claims and 1,583 representative earnings claims removed from social media platforms and company websites
-  22 cases referred to government agencies (e.g., Federal Trade Commission) for non-response/non-compliance with inquiries
-  112 public case decisions
-  Approximately 1,423,017 unique URLs reviewed for potential infractions
-  709 posts reviewed related to COVID-19
-  272 administratively closed cases
-  2021 winner of ICAS Best Sectoral Initiative Award

WHAT

DSSRC monitors the entire U.S. direct selling industry and embodies the following principles:

- Clear industry standards on issues such as product and earning representations
- Relevant best practices from other self-regulatory models
- A process that both monitors and enforces strict business principles; and
- Guidance to improve the business and advertising practices of DSA members and the entire direct selling channel.

WHY

Direct selling – when done correctly – can benefit salesforce members and consumers.

However, the dissemination of unsupported product claims and the over-embellishment of the amount of money that can be earned through a direct selling opportunity remains an ongoing concern in the industry.

DSSRC is a proactive effort to identify and eliminate product and earnings claims that compromise the reputation of the direct selling industry. To be successful, effective self-regulation requires ongoing commitment and participation from companies and salesforce members from across the channel.

THE DSSRC TEAM

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