

INSERT
DSA LOGO

The DSA Code of Ethics

**What Direct Sellers Need to Know
about Sales to Consumers.**

Your company, as a member of the Direct Selling Association, is required to comply with the DSA Code of Ethics. As such, you, the direct seller, are required to comply with the DSA Code of Ethics as it relates to consumers.

**Flip over this card for
a check list of your personal
obligations under the Code.**

THE DIRECT SELLER'S OBLIGATIONS UNDER THE DSA CODE OF ETHICS.

EXISTENCE

Inform consumers about the existence of the DSA Code of Ethics. Instruct them where they can locate a copy through the DSA.

IDENTIFICATION

At the start of a sales visit, identify yourself and your company, and explain the true purpose of your visit.

SELLING METHODS

Always be fair, honest and truthful. Don't make any product claims that are not authorized by your company.

PRIVACY

Always respect the consumer's privacy and politely terminate your call if requested to do so.

ORDER FORMS

Always ensure that you supply customers with a receipt containing the company's contact details. Explain any guarantees or warranties and provide a copy.

ORDER CANCELLATION RIGHTS

Remember that the DSA Code of Ethics offers customers the right to cancel an order within a specified number of days.

COMPLAINT PROCEDURE

Be aware of the complaint handling procedure and the existence of the independent DSA Code Administrator.