

# Q&A.

## The following are Q&A's based on the DSA Code of Ethics.

They represent situations you may face while running your direct selling business. Respond to them based on how you would most likely react in each situation.

### **Q1. Are Direct Selling Companies required to comply with the DSA Code of Ethics?**

**A.** Yes, Companies that are members of the Direct Selling Association pledge to adopt, enforce and publicize the DSA Code of Ethics.

### **Q2. Am I, as a direct seller, required to comply with the DSA Code of Ethics?**

**A.** Direct sellers are indirectly bound by the DSA Code of Ethics. They are required by the DSA member company to adhere to the DSA Code of Ethics.

### **Q3. What is the first thing I should do if I have a complaint about a DSA member Company?**

**A.** Register your complaint directly with the company in writing. Include the following information:

- The date and details of the incident
- The individuals/parties involved
- Details of the situation/Identify the DSA Code of Ethics violation (if possible)
- Quantity and cost of product, and if relevant, include invoices or other supporting documents
- Efforts you have made to resolve the matter
- Any responses the other individuals/parties have made to resolve the matter
- The current status of the complaint
- How you would like to see the complaint resolved or remedied

### **Q4. What should I do if I filed a complaint with the Company and the complaint was not resolved?**

**A.** Contact the DSA Code Administrator and provide him/her with a description of your complaint in writing. Provide the same information you provided to your Company when you initially filed the complaint. Consult your country's DSA for the Code Administrator's contact information.

### **Q5. Is pricing always required when products are being explained and/or demonstrated?**

**A.** Yes, pricing is always required. Other elements are required if applicable. These include: credit terms; terms of payment; a cooling-off period, including return policies; terms of guarantee; after sales service and delivery dates.

### **Q6. Can Direct Sellers make verbal product claims?**

**A.** Yes, if the product claims are consistent with the Company's.

### **Q7. Are Companies or Direct Sellers allowed to compare their business opportunity or products with those of other companies?**

**A.** Companies and Direct Sellers must not use false or misleading comparisons. Companies and Direct Sellers may not unfairly attack the reputation of other companies.

### **Q8. How do I communicate the "right to cancel" policy to my customers?**

**A.** Make sure the policy is provided to the consumer in writing. The DSA Code of Ethics states: "Companies and Direct Sellers offering a right of return, whether conditioned upon certain events or whether unconditioned, shall provide it in writing."

### **Q9. What does the Company promise to me, its Direct Seller?**

**A.**

1. Companies will not misrepresent the advantages of the opportunity.
2. Companies will provide relevant data to the Direct Seller.
3. Companies must base all earnings claims upon documented facts.
4. Companies must provide a written statement of the relationship.

### **Q10. How much inventory can Companies expect me to purchase?**

**A.** Companies shall not require or encourage direct sellers to purchase unreasonably large amounts of product inventory.

### **Q11. What are Companies' obligations to other Direct Selling Association member Companies?**

**A.**

1. Companies must act in the spirit of fair competition.
2. Companies shall not solicit direct sellers of another company.