### The Consumer.



## The Value of the DSA Code of Ethics

ENSURES an ethical marketplace
ESTABLISHES industry standards
PROVIDES consumer assurances and satisfaction

**INSERT**DSA LOGO

### **Promise to Consumers**

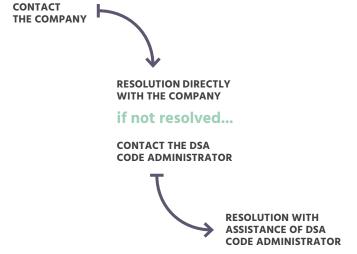
#### **OUR COMPANIES WILL:**

- REFRAIN from engaging in deceptive or unfair sales practices.
- PROVIDE truthful and fair commentary, specifying only company-provided promises.
- **PROVIDE** written order forms specifying:
  - Your right to cancel.
  - Guarantee/warranty terms.
- PROVIDE accurate and complete product descriptions.
- **PROVIDE** pricing and clearly articulated payment terms.
- HONOR your request for privacy.
- **DISCONTINUE** a sales presentation immediately upon request
- PROVIDE contact information pertaining to the salesperson and/ or the company
- ABIDE by all legal requirements

# Backed by our complaint handling procedures

Our member companies promise to make every reasonable effort to resolve any complaints you may have related to a possible breach of the code through their company complaint handling process.

If complaints cannot be resolved satisfactorily, you may contact the DSA independent Code Administrator.



**SEND COMPLAINTS TO:**