

# The Consumer.

## The Value of the DSA Code of Ethics

**ENSURES** an ethical marketplace

**ESTABLISHES** industry standards

**PROVIDES** consumer assurances and satisfaction

## 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

**INSERT**  
DSA LOGO

## 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.

**CONTACT THE COMPANY**

**RESOLUTION DIRECTLY WITH THE COMPANY**

**if not resolved...**

**CONTACT THE DSA CODE ADMINISTRATOR**

**RESOLUTION WITH ASSISTANCE OF DSA CODE ADMINISTRATOR**

**SEND COMPLAINTS TO:**

