



## The DSA Code of Ethics Working for You

The cornerstone of the Direct Sellers Association's (DSA) commitment to ethical business practices and customer service is its Code of Ethics. Every member company pledges to abide by the Code's standards and procedures as a condition of admission and continuing membership in the DSA.

The DSA Code of Ethics speaks to both the consumer and the seller. It ensures that member companies will make no statements or promises that might mislead either consumers or current or prospective salespeople. Pyramid schemes are illegal and companies operating pyramids are not permitted to be members of the DSA.

The Codes are enforced by a Code Administrator who is not connected with any member company or the association staff. The Code Administrator will do everything possible to resolve any complaint to the satisfaction of everyone involved, and has the power to decide on remedies. All DSA member companies have agreed to honour the Administrator's decisions, and face consequences up to and including expulsion from membership if any and all complaints are not resolved to the satisfaction of the Code Administrator.

### Key provisions in the DSA's Code include:

- a prohibition on deceptive or unlawful consumer or recruiting practices
- compliance with all federal and provincial warranty and guarantee laws and regulations
- truthful earnings representations
- no inventory loading



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## As a consumer, you should expect salespeople to:

- tell you who they are, why they're approaching you, and what products or services they are selling
- explain how to return a product or cancel an order
- respect your privacy by calling at a time that is convenient for you
- promptly end a demonstration or presentation at your request
- provide accurate and truthful information regarding the price, quality, quantity, performance and availability of their product or service
- provide a written receipt
- provide his or her name and contact information, as well as the contact information for the company he or she represents
- offer a complete description of any warranty or guarantee

## As a direct seller, you should expect a DSA member company to:

- provide you with legal and accurate information on the company's compensation plan, products, and sales methods
- refrain from any unlawful or unethical recruiting practices and exorbitant entrance or training fees
- base all actual and potential sales and earnings claims on documented facts
- abstain from encouraging you to purchase more inventory than you can sell in a reasonable amount of time
- provide a buy-back policy that allows ISCs to return product in saleable condition on reasonable commercial terms

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