

DSA Members Adhere to a Rigorous Code of Ethics

To protect both consumers and sellers, the Direct Selling Association (DSA) has established a mandatory Code of Ethics.

An independent Code Administrator, not connected to any member company, investigates and seeks to resolve any complaints to the satisfaction of everyone involved. Members agree to abide by all Code Administrator decisions.

A Strong Commitment by Members and Sellers

- Prospective members must complete a one-year pending period during which the company's business plan is reviewed to ensure compliance with the Code. Active members must comply with the Code as a condition of continuing membership.
- Each DSA member appoints a Code Responsibility Officer (CRO) who communicates the tenets of the Code of Ethics to employees and their independent salesforce members.
- Displaying the DSA logo is a privilege given only to companies that honor the Code of Ethics. It should be regarded as a pledge to do right and a promise to make a situation right in the event a problem does arise.

The DSA Consumer "Bill of Rights"

The DSA Code of Ethics establishes that direct sellers must:

- Tell prospective customers who they are, why they are approaching them and what products they are selling.
- Explain how to return a product or cancel an order.
- Respect privacy by calling at a time that is convenient for the customer.
- Promptly end a demonstration or presentation at the customer's request.
- Provide accurate and truthful information regarding the price, quality, quantity, performance and availability of their product or service.
- Offer a written receipt in plain language.
- Provide his or her name and contact information as well as the contact information of the company he or she represents.
- Offer a complete description of any warranty or guarantee.

How to File a Code Complaint With DSA

- Contact the seller immediately and explain your concerns.
- If the seller cannot or will not correct the problem to your satisfaction, contact the company, explain the situation and outline the steps you would like to see taken.
- If a DSA member company does not resolve your problem, visit the DSA Web site at www.dsa.org/ethics/ and file a complaint online, or send a complaint by mail.
- Your information will be forwarded to the DSA Code Administrator who will investigate the situation and contact you directly.

