

# THE DSA CODE OF ETHICS

## WORKING FOR YOU



The cornerstone of the Direct Sellers Association's (DSA Canada) 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 DSA Canada.

The DSA Canada 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 Canada.

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 Canada 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 Administrator.

[www.dsa.ca](http://www.dsa.ca)



**Dsa** DIRECT SELLERS  
ASSOCIATION  
OF CANADA

## **Key provisions in the 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

## **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 their name and contact information, as well as the contact information for the company they represent
- offer a complete description of any warranty or guarantee

## **As an independent sales consultant, you should expect a DSA Canada 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 you to return product in saleable condition on reasonable commercial terms

**For a full-text version of the  
Code of Ethics, visit**

**[www.dsa.ca](http://www.dsa.ca)**