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# DIGITAL COMMUNICATIONS STANDARDS (DCS)

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JULY 1, 2020



## DIGITAL COMMUNICATIONS STANDARDS

Digital Communications are electronic transmissions (generally by computer or mobile device) of text data, images, video, voice, and other information including, without limitation, any posts or publications made available within the digital space, such as emails, videos, live streaming, digital events, podcasts, blog posts, mobile applications (apps), advertisements, forums, webpages, and through any social media or messaging platform, e.g., Facebook®, YouTube®, Instagram®, Twitter®, WeChat®, VK®, Line®, WhatsApp® or Snapchat®† (“Digital Communications”).

### COMPLIANCE OBLIGATIONS

Amway Direct Retailers/Sellers must comply with the Rules of Conduct (“Rules”), the Quality Assurance Standards (“QAS”), and these Digital Communications Standards (“DCS”), with respect to all Digital Communications regarding the Amway opportunity, Amway products, or Amway services (directly or indirectly), or when the Digital Communications constitute Business Support Materials (BSM) as defined in the Rules. Amway Direct Retailers/Sellers must always follow all applicable laws as well as the terms and conditions of use of the digital platform they are using.

Amway Direct Retailers/Sellers must be truthful, accurate and not misleading. Amway may require an Amway Direct Retailer/Seller to remove, recall, retract, delete, amend, or take other appropriate actions in relation to his/her/its Digital Communications as may be communicated in writing by Amway.

Please note, the examples provided in this document are examples only and do not cover all the situations that are allowed or not allowed.

### PROHIBITED COMMUNICATIONS - SPAM

Amway Direct Retailers/Sellers must never engage in Spam communications. Spam is defined as Digital Communications sent to individuals with whom the Amway Direct Retailer/Seller does not have a personal, pre-existing relationship (i.e. mutual and direct interactions between the Amway Direct Retailer/Seller and individual that occur before introducing the Amway opportunity or Amway products). Spam also includes communications sent to those who have not opted in to receive the communication or sent to individuals who have opted out (i.e., specifically asked to be removed from future communication). “Opt in” is when individuals search to find and willingly choose to follow, like, engage, subscribe, or otherwise demonstrate a desire to receive Digital Communications.

### BUILDING ONLINE COMMUNITIES

Online communities are groups of individuals who use Digital Communications to discuss interests or topics. Amway Direct Retailers/Sellers can build online communities to discuss the Amway opportunity by using Push or Pull communications. Using the Push and Pull communication approaches described below can help Amway Direct Retailers/Sellers avoid Spam communications. Under no circumstances shall an Amway Direct Retailer/Seller, directly or indirectly, solicit, assist, attempt to induce, or encourage, another Amway Direct Retailer/Seller within or outside his/her/its community to request a change in position in the Line of Sponsorship (LOS).

## Digital Communications Standards (DCS)

### Building Your Online Community Using Pull Communication

Amway Direct Retailers/Sellers are allowed to post content in a public or private environment that creates the opportunity for individuals to find the content and opt in. This is known as Pull Communication. A Pull Communication approach is when an Amway Direct Retailer/Seller creates or uses content on digital properties they solely own or control so that individuals must search to find and willingly choose to follow, like, engage, or subscribe, or otherwise show a desire to receive Digital Communications and, therefore, opt in. When building your community, this ensures individuals who are viewing the content are not receiving Spam communications and have made a choice to connect with an Amway Direct Retailer/Seller.

#### **Pull Examples:**

- (a) An individual finds an Amway Direct Retailer's/Seller's blog about the Amway™ business and makes a comment. The Amway Direct Retailer/Seller is **allowed** to communicate with the individual because the Amway Direct Retailer/Seller owns or controls the digital property, the individual found it, and the individual opted into his/her/its community by choosing to comment on the blog.
- (b) An Amway Direct Retailer/Seller creates a public Facebook®+ page for his/her/its Amway business. This is **allowed** because the Amway Direct Retailer/Seller owns or controls the digital property, and an individual would have to opt into his/her/its community to see further posts.
- (c) An Amway Direct Retailer/Seller creates the hashtag #LifewithAmway and an individual finds the Amway Direct Retailer/Seller through a search on Instagram. This is **allowed** because the Amway Direct Retailer/Seller owns or controls the digital property where they posted the hashtag and an individual found it and demonstrated an interest in the Amway Direct Retailer's/Seller's community on Instagram®+ (i.e. opted in).
- (d) An Amway Direct Retailer/Seller tweets about the Artistry™ Light Up Lip Gloss on his/her/its public Twitter®+ profile. An individual search on Twitter®+ and finds and likes the tweet. The Amway Direct Retailer/Seller follows up with the individual by tweeting at his/her/its. This is **allowed** because by liking the tweet, the individual demonstrated an interest in the Amway Direct Retailer's/Seller's community, i.e. opted in.
- (e) An Amway Direct Retailer/Seller posts a link promoting his Amway™ website in the comments on a public YouTube®+ video. This is **not allowed** because the Amway Direct Retailer/Seller does not own or control the digital property (YouTube®+ channel) on which he/she/it is commenting.

### Building Your Online Community Using Push Communication

A Push Communication approach is when an Amway Direct Retailer/Seller directly contacts individuals or pushes content on digital properties. When building your community, there are two types of Push communication; one is allowed, and one is not allowed.

**Push Communication - Allowed:** An Amway Direct Retailer/Seller is allowed to send digital content to individuals with whom he/she/it has a personal, pre-existing relationship because they are already a part of the Amway Direct Retailer's/Seller's community. In addition, an Amway Direct Retailer/Seller may push Digital Communications to individuals who have opted in and expressed interest to join the Amway Direct Retailer's/Seller's community.

## Digital Communications Standards (DCS)

### Push - Allowed Examples:

- (a) An Amway Direct Retailer/Seller direct messages about Nutrilite™ products to an individual who follows him/her/it on Instagram. This is **allowed** because the individual opted in by following the Amway Direct Retailer/Seller on his/her/its Instagram community.
- (b) An Amway Direct Retailer/Seller posts beauty tips on his/her/its Facebook®† page, an individual find and likes the post, and the Amway Direct Retailer/Seller direct messages the individual to discuss the products. This is **allowed** because the individual opted into the community by liking the Facebook®† post.
- (c) An Amway Direct Retailer/Seller meets an individual at a charity event and follows up with a private message through WhatsApp®† about the Amway opportunity. This is **allowed** because, through the meeting, the Amway Direct Retailer/Seller has a personal, pre-existing relationship with the individual.
- (d) An Amway Direct Retailer/Seller is the sole owner of a Facebook®† group devoted to boating interests and posts content about Amway™ products to clean boats. Providing the rules of the owner's digital property are followed, this is **allowed** because the Amway Direct Retailer/Seller has a pre-existing relationship with the members of the Facebook®† group and are in his/her/its community.
- (e) An individual on an online group seeks a referral by posting "Looking for Amway distributor." A member of the group provides the name of an Amway Direct Retailer/Seller who subsequently follows up with a private message. This is **allowed** because by asking for a referral, the individual has opted-in, and the Amway Direct Retailer/Seller is allowed to contact the individual.

**Push Communications - Not Allowed:** An Amway Direct Retailer/Seller is not allowed to send Digital Communications to individuals with whom he/she/it does not have a personal, pre-existing relationship, or to individuals who have not opted in to receiving communication. This is considered Spam and is not allowed because they are not part of the Amway Direct Retailer's/Seller's community.

### Push - Not Allowed Examples:

- (a) An Amway Direct Retailer/Seller sends a message to an individual he/she/it found on a group discussion board. This is **not allowed** because the Amway Direct Retailer/Seller does not have a personal, pre-existing relationship with that individual nor did that individual opt in to the Amway Direct Retailer's/Seller's communications or community.
- (b) An Amway Retailer/Direct Seller who is a member of a large, professional engineering organization, acquires an email list of all the members, and invites them via email to a prospecting meeting. This is **not allowed** because membership in a professional organization and the acquisition of a mailing list does not constitute a personal, pre-existing relationship and does not imply the individual has opted into the Amway Direct Retailer's/Seller's community.
- (c) An Amway Direct Retailer/Seller direct messages a member of an alumni group who he/she/it does not know about the Amway opportunity through LinkedIn®††. This is **not allowed** because the Amway Direct Retailer/Seller does not own or control the LinkedIn group and does not have a personal, pre-existing relationship with the individual and, therefore, is not part of the Amway Direct Retailer's/Seller's community.

### Content for Private, Amway Direct Retailer/Seller Only Environment:

Amway Direct Retailers/Sellers are allowed to post or send the following types of content privately to Amway Direct Retailer/Seller communities:

## Digital Communications Standards (DCS)

- Lists of available authorized BSM.
- Amway Direct Retailer/Seller training providers promotion information, including without limitation, event dates and ticket pricing.

### Prohibited Content for any Environment

Amway Direct Retailers/Sellers are not allowed to post the following types of content in private or public communities:

- LOS information.
- Confidential and/or business sensitive materials including, without limitation, pre-launch product information, management changes, plant closings, acquisitions, etc.

### Communication Within A Community

Once an individual has opted into an Amway Direct Retailer's/Seller's community, all communications with that individual are allowed regardless if they are Push or Pull, as long as they are compliant with the Rules, QAS and DCS. However, the Push or Pull communication approaches must be used when building Amway Direct Retailer/Seller communities and must comply with the sections below.

## **BLENDING AND LEVERAGING OTHER COMMUNITIES/BUSINESSES**

A blended digital property combines multiple personal interests or businesses on an Amway Direct Retailer's/Seller's personal digital property. Amway Direct Retailer/Sellers are allowed to blend and leverage their Amway™ business with their other social communities and businesses, **provided the Amway Direct Seller does not abuse their influence over downiness\***.

*\*Abuse includes but is not limited to stating or implying that an Amway Direct Retailer/Seller must purchase any recommended or promoted non-Amway products in order to have a successful business. Sponsors and upline Amway Direct Seller shall not encourage, pressure or require downline Amway Direct Retailers/Sellers to purchase non-Amway products as a condition of receiving support or assistance in building their Amway Business.*

The Amway Direct Retailer's/Seller's blended digital property may not be dedicated to a single, commercial business or used for the purpose of online retailing, e.g., an e-commerce transactional digital property. The Amway Direct Retailer/Seller may not use official Amway digital properties or his/her/its own Amway-dedicated digital properties to prospect Amway Direct Retailers/Sellers or customers for membership, services, or products in his/her/its non-Amway™ business. Conversely, the Amway Direct Retailer/Seller may not use his/her/its non-Amway business dedicated properties to promote, recommend or sell Amway products or services, or promote the Amway opportunity. A blended digital property must comply with the terms and conditions of that property, community, or business.

### **Exceptions:**

Amway Direct Retailers/Sellers may not blend, leverage, promote, recommend the following:

- Products or competitive business opportunities from direct selling or multi-level marketing (MLM) businesses;
- Products or services which are prohibited from being sold online or which require licensing or permits to sell, e.g. loans, financial investments, legal services, medical services, etc.;
- Controversial businesses or lifestyles, e.g., pornography, tobacco, politics, alternative medicine, religion, gambling, investment schemes, etc.; and

## Digital Communications Standards (DCS)

- Services including mentorship, lifestyle coaching, marriage counseling, spiritual advising, public speaking or entrepreneurial development.
- Services which are used as a pretense primarily for attracting people to Amway but offer products, services or interests other than Amway products or the Amway opportunity.

Additionally, Amway Direct Retailers/Sellers may blend, leverage, promote or recommend those products on their blended digital property as long as they do not receive any monetary compensation in exchange.

### Blending and Leveraging Other Communities/Businesses Examples:

- (a) An Amway Direct Retailer/Seller is a road biking enthusiast who uses his/her personal, non-retail digital property to discuss and share ideas with other biking enthusiasts. He/She also uses the digital property to promote a healthy lifestyle using Nutrilite™ products.
- (b) An Amway Direct Retailer/ Seller posts on his/her blog a listing of his/her top five favorite lipsticks including one from Artistry™. This is **allowed** because the digital property is owned and controlled by the Amway Direct Retailer/Seller, and he/she is allowed to blend, leverage, promote or recommend other products directly competing with Amway™ products as long as he/she does not also sell them on or through the digital property, or receive monetary compensation for posting about the competing products.
- (c) An Amway Direct Retailer/Seller posts information about his/her/its Amway™ business on his/her/its restaurant's business Instagram®† account. This is **not allowed** because the digital property is solely used for the restaurant, a single commercial business.
- (d) An Amway Direct Retailer/Seller is a musician who operates a web site to promote and sell his/her/its music. The Amway Direct Retailer/Seller uses his/her/its Amway-specific business page on Facebook®† to livestream information about his/her/its upcoming tour dates and encourages Amway Direct Retailers/Sellers to purchase tickets. This is **not allowed** because the Amway Direct Retailer/Seller used his/her/its Amway-specific digital property to request prospects to purchase tickets for his/her/its non-Amway™, non-retail business.
- (e) An Amway Direct Seller creates a website promoting their lifestyle coaching business. An individual finds the website and meets with the Amway Direct Seller only to discover the Amway Direct Seller is using the website to recruit individuals to be Amway Direct Retailer/Seller. This is **not allowed** because the business is included on the list of businesses/services that can't be blended.

## Listing

Amway Direct Retailer/Sellers are allowed to advertise using non-paid search engine business listings, including the use of a call-to-action, within their geographic area, using one of the following Amway-approved templates.

Amway Direct Retailers/Sellers are not allowed to advertise using paid advertising, including without limitation, boosted, sponsored, displayed, or search engine ads because these ads create an unfair advantage among Amway Direct Retailers/Sellers and may directly compete with Amway. Paid or non-paid advertising, including without limitation, classified advertising services, e.g., Craigslist®††††, Facebook®† Marketplace, OLX etc., auction sites, 'coupon & deal' sites, online garage sales, buy/sell groups, fund raising sites, e.g., GoFundMe®††††, and trade or direct selling sites is not allowed. Advertising on these sites may jeopardize service from Amway Direct Retailers/Sellers to customers and the reputation of Amway and its brands.

## Digital Communications Standards (DCS)

### Listing Examples:

- (a) An Amway Direct Retailer/Seller creates a Google<sup>®</sup> My Business listing to advertise his Amway<sup>™</sup> business. This is **allowed** because it's a non-paid search engine business listing site and uses the Amway Direct Retailer's/Seller's geographic area. In addition, an Amway-approved template must be used.
- (b) An Amway Direct Retailer/Seller creates a sponsored Artistry<sup>™</sup>Youth Xtend Enriching Lotion ad on Facebook<sup>®</sup>. This is **not allowed** because sponsored ads create an unfair advantage among Amway Direct Retailers/Sellers and may directly compete with Amway.
- (c) An Amway Direct Retailer/Seller creates an advertising campaign on Google<sup>®</sup> Adwords by purchasing keywords. This is **not allowed** because these ads could compete with Amway's advertising efforts, and it may create an unfair advantage among Amway Direct Retailers/Sellers.
- (d) An Amway Direct Retailer/Seller creates a Craigslist<sup>®</sup> post to advertise XS<sup>™</sup> Energy Drinks. This is **not allowed** because Craigslist<sup>®</sup> is a classified advertising service and could damage the reputation of Amway and its brands.

## VIDEO, AUDIO, AND LIVE STREAMING

Video, audio, and live streaming (which includes video and/or audio ["Live Streaming"]) within Digital Communications generally do not require prior written approval by Amway if they are on properties the Amway Direct Retailer/Seller owns or controls. Amway Direct Retailers/Sellers always have the option to submit videos and audios to Amway for consultation and review before posting, reference "Submitting for Authorization" section at the end of the document. Content must comply with the Rules and QAS.

Video, audio, and Live Streaming may not include the following:

- Content created by training Providers.
- LOS information.
- Unauthorized claims.
- Listing of available BSM and pricing.
- Confidential and/or business sensitive materials about Amway including, without limitation, pre-launch product information, management changes, plant closings, acquisitions, etc.
- Any other material that violates the Rules.

In addition, video, audio, and saved/memorialized Live Streaming containing the following items also require the Amway Direct Retailer/Seller to obtain prior written approval from Amway:

- Product claims – Content that deviates from approved Amway product claims.
- Amway Credentials.
- Income representations.
- Third-party intellectual property (IP) including, without limitation, music, signs, logos, graphics, and images (also requires approval from the third party).

## WEBSITES, MOBILE APPS, PODCASTS AND BLOGS

Amway Direct Retailers/Sellers must obtain prior written approval from Amway for websites, mobile apps, podcasts, and blog concepts.



## Digital Communications Standards (DCS)

### DIGITAL EVENTS

Amway Direct Retailers/Sellers are allowed to host digital or virtual events in connection with the Amway Direct Retailer's/Seller's business, provided the Amway Direct Retailer/Seller complies with the Rules and QAS and the digital event is on properties the Amway Direct Retailer/Seller owns or controls. "Digital Events" means those events held in a virtual environment for a set period of time, with a common theme and a specific group or community. Digital Events on properties Amway Direct Retailers/Sellers do not own or control are allowed with prior written approval from Amway and permission from the event host.

All Digital Events must meet the following requirements:

- Amway must preapprove all materials that will be used or otherwise made available during the event.
- Content from a third party may not be used without prior written approval from that party and from Amway.

#### Digital Events Examples:

- (a) An Amway Direct Retailer/Seller creates a virtual Artistry™ party on Facebook®†. This is **allowed** because it is on a property the Amway Direct Retailer/Seller owns or controls.
- (b) An Amway Direct Retailer/Seller creates a public Facebook®† event invitation to promote his/her/its upcoming Amway™ cooking event. This is **allowed** because the Amway Direct Retailer/Seller owns or controls the digital property.
- (c) An Amway Direct Retailer/Seller is invited to be interviewed on a podcast to discuss his/her/its experience with the Amway business and Amway products. This is **allowed** with prior written approval from Amway because it is not on a property the Amway Direct Retailer/Seller owns or controls.
- (d) An Amway Direct Retailer/Seller joins a virtual beauty Facebook®† party on a friend's public group and starts to promote his/her/its Amway™ business. This is **not allowed** because the Amway Direct Retailer/Seller did not get prior written approval from Amway or an approval from the host because the event is on a property the Amway Direct Retailer/Seller does not own or control.

Amway Direct Retailers/Sellers are allowed to record, and post video and audio of live Amway sponsored events, unless specifically restricted, with adherence to the provisions under Rules, QAS and DCS.

### CLAIMS ABOUT AMWAY

Claims about the Amway Plan, opportunity, products or services offered through or by Amway must be truthful, accurate, and not misleading.

Claims for Amway products and services must use language specifically approved by Amway and may not be altered.

Amway Direct Retailers/Sellers are allowed to post or share directly about Amway products available for sale in international Amway markets regardless of whether they have an Amway business in those markets. However, if the post includes product claims, even claims specifically approved by Amway, one of the following disclaimers needs to be included in the post:



## Digital Communications Standards (DCS)

A. If the Amway Direct Retailer/Seller has an Amway business in the Amway international market where the product is available for sale, a statement must be included to signal that the post is intended for that international market audience (for example, “For my customers in Australia!”)

B. If the Amway Direct Retailer/Seller does not have an Amway business in the Amway international market where the product is available for sale, this statement must be included: “This product is not available in “India.”

### Endorsements and Testimonials

Endorsements and testimonials must reflect the honest opinion, belief, or experience of the endorser. An endorsement or testimonial may not be used to make a claim that Amway couldn’t legally make.

Amway Direct Retailers/Sellers may not provide any form of compensation in exchange for an endorsement, testimonial, or positive review with the exception of providing product samples. Amway Direct Retailers/Sellers may not provide any form of compensation for the purchase of followers or likes.

If a material connection exists between the person providing the endorsement or testimonial and Amway, and that material connection is not known to or expected by the audience, the connection must be disclosed. For example, a material connection may include the fact that the person received free product samples in exchange for providing the endorsement or testimonial, or the person providing the endorsement or testimonial is an Amway Direct Retailer/Seller. Disclosures must be clear, conspicuous, prominent, legible, and close to the claim.

### **Endorsement and Testimonial Examples:**

- (a) An Amway Direct Retailer/Seller retweets a customer testimonial about how great his hair looks after using a free sample of Satinique™ shampoo. This is **allowed** because the disclosure of the free product was included in the tweet, and the customer received no additional compensation.
- (b) An Amway Direct Retailer/Seller provides a vlogger with two cases of SA8™ in exchange for positive reviews on his/her/its vlog. This is **not allowed** because the amount of product (two cases) would be considered more than a sample.

### Before and After Images and Videos

Before-and-after images and videos are a form of testimonial, regardless of whether the before-and-after images or videos depict the Amway Direct Retailer/Seller or someone else. A testimonial may not convey a claim that Amway could not legally make.

Amway Direct Retailers/Sellers must obtain prior written approval from Amway on any before and after images or videos involving Amway™ products or their use. However, the following before and after images or videos do not require prior written approval:

- Amway-provided before and after image or video, including any required disclosures.
- Application of Amway makeup to one’s self (makeup does not include skin care products). The image or video may not include any caption, text, or audio that exceeds the scope of any claim that Amway makes for the product. The image or video may not feature, display, or mention third-party products.

## Digital Communications Standards (DCS)

If a material connection exists between the person providing the endorsement or testimonial and Amway, and that material connection is not known to or expected by the audience, the connection must be disclosed. Disclosures must be clear, conspicuous, prominent, legible, and close to the claim.

### Product Demonstrations

Product demonstrations are presentations of Amway™ products that involve the actual use of the product to show its function or a result that can be obtained from using the product.

Amway Direct Retailers/Sellers must obtain prior written approval from Amway on any product demonstrations involving Amway™ products. However, the following product demonstrations do not require prior written approval:

- Those using Amway-published instructions that are strictly followed.
- Amway-provided product demonstrations.
- Application of Amway makeup to one's self (makeup does not include skin care products).
- Those that depict Amway Direct Retailers/Sellers using Amway cookware products in accordance with their intended use (i.e. to prepare and cook food).

No product demonstration may include any caption, text, or audio that exceeds the scope of any claim that Amway makes for the product. Product demonstrations cannot feature, display or mention third-party products.

## **INTELLECTUAL PROPERTY**

Intellectual Property is a creative work to which one has rights, and for which one may apply for a patent, copyright, trademark, etc. An Amway Direct Retailer/Seller may only use intellectual property owned by Amway or someone else for which they have secured the rights to use. Intellectual property can include music, images, audio, video, text, trademarks, logos, or other works.

### Copyrighted Material

Copyrighted materials, include without limitation, music, books, magazines, articles and other writings, including excerpts and translations, speeches, photographs, artworks, including online images, websites, blogs, and other social media posts, videos, movies, plays, sculptures, buildings, 3D forms, and computer software.

### Use of Materials Created by Amway

An Amway Direct Retailer/Seller may not use copyrighted materials produced by Amway without first obtaining permission, unless the Amway Direct Retailer/Seller has obtained them from approved sources as specified by Amway. An exception to this would be the featuring of materials that have otherwise been approved for use by Amway Direct Retailers/Sellers, including Amway-produced content featured on Amway-owned digital properties, when creating Stories on Amway Direct Retailer/Seller-owned digital properties. Adding Stickers, Texts, GIFs, etc. is allowed, so long as Amway Direct Retailers/Sellers maintain the integrity of the assets. Amway Direct Retailers/Sellers do not need to obtain permission to share or link from official Amway digital properties.

## Digital Communications Standards (DCS)

### Use of Materials Created by Amway Examples:

- (a) An Amway Direct Retailer/Seller shares an image from Amway's official Facebook®+ page promoting the L.O.C. brand on his page. He/She/it is **allowed** to share the post because he does not need to obtain permission to share from official Amway digital properties.
- (b) An Amway Direct Retailer/Seller right clicks and saves or screen shots an image from the product section of Amway.in and posts it to his/her/its Twitter®+ profile. This is **not allowed** because the rights to the image may only pertain to the company website (e.g. models featured in website photography) and may not extend to Amway Direct Retailer/Seller usage. In addition, the quality of the image may be compromised.
- (c) An Amway Direct Retailer/Seller obtains an Artistry™ image from approved sources. He/She/it adds stickers to the image, along with his/her/its own text to promote the Artistry brand along with his/her/its Amway Business, and posts to his/her/its Instagram Story. In doing so, he/she/it maintains the appearance and substance of the underlying image, which maintains the integrity of the asset. This is allowed because Amway Direct Retailers/Sellers are allowed to edit or enhance resources from Amway without prior approval when creating Stories on digital properties owned by the Amway Direct Retailers/Sellers.

### Use of Materials Created by Third Parties

An Amway Direct Retailer/Seller may not use copyrighted materials from a third party without first obtaining a proper written assignment, license, or other permission from the copyright owner, or unless the use is otherwise permitted by applicable laws. An Amway Direct Retailer/Seller must retain any written permission they obtain for the use of copyrighted materials and produce them to Amway upon request. The Amway Direct Retailer/Seller must comply with all copyright laws in their Digital Communications.

Sharing a link or using the share button to an article, blog post, or social media post written by a third party is allowed provided anything accompanying the posted link does not include references to Amway™ products or the Amway opportunity. In addition, comments on the posted link must not include references to Amway™ products or the Amway opportunity.

### Use of Materials Created by Third Party Examples:

- (a) An Amway Direct Retailer/Seller reads an online USA Today article discussing a potential link between fish oil and the reduction of risk for heart disease. The Amway Direct Retailer/Seller shares the article to his Facebook®+ account with the following text: "Really interesting article on the potential link between fish oil and heart disease." This is **allowed** because the Amway Direct Retailer's/Seller's comments do not include references to Amway™ products.
- (b) Forbes®+ posts on its official Facebook®+ page a link to an article on its website. An Amway Direct Retailer/Seller shares the article with his/her Facebook®+ followers. If Forbes®' original post contained a "Share" feature, Amway will not prohibit the Amway Direct Retailer/Seller from sharing that post. This is **allowed** so long as any commentary added by the Amway Direct Retailer/Seller is in compliance with other sections of these DCS. For example, the content should not suggest that Forbes®+ is promoting or is in any way affiliated with the Amway Direct Retailer/Seller or Amway.
- (c) An Amway Direct Retailer/Seller shares a third-party article that features Amway™ products to his/her/its Twitter®+ account and comments, "Check out this article." This is **allowed** provided the Amway Direct Retailer/Seller comments do not include references to the Amway™ products or business.

## Digital Communications Standards (DCS)

- (d) An Amway Direct Retailer/Seller subscribes to Forbes® magazine, sees an article in it discussing the Amway opportunity, and shares photographs of the cover and pages from the article on Instagram®. This is **not allowed** unless the Amway Direct Retailer/Seller first obtained written permission from Forbes®.
- (e) An Amway Direct Retailer/Seller sees a video on YouTube® created by another Amway Direct Retailer/Seller. The Amway Direct Retailer/Seller downloads the video and then uploads it to Facebook®, sharing it with all of his/her/its followers. This is **not allowed** unless the Amway Direct Retailer/Seller received written permission from the original owner.
- (f) An Amway Direct Retailer/Seller shares an online New York Times® article to his/her/its Facebook® account with the following text: “Really interesting article on the potential link between Vitamin D and depression. Contact me if you want more info about the new Nutrilite™ Vitamin D supplement!” This is **not allowed** because the post includes a reference to an Amway™ product and it creates an implied claim that Nutrilite™ Vitamin D supplement does or could reduce the risk for depression. Amway does not have substantiation for such a claim.
- (g) An Amway Direct Retailer/Seller copies an image of a best-selling book cover from Google® images and posts it on a social media site. This is **not allowed** because the Amway Direct Retailer/Seller does not own the rights to the image.

### Music

Music reproduced, altered, played, performed, recorded, broadcasted or streamed via the Internet cannot be used without a proper written assignment, license, or other permission of the owner or through applicable laws that permit the use. MORE THAN ONE LICENSE IS OFTEN REQUIRED WHEN USING RECORDED MUSIC. Any written permission obtained shall be retained by the Amway Direct Retailer/Seller and provided to Amway upon request.

### **Music Examples:**

- (a) An Amway Direct Retailer/Seller records a time lapse video of himself/herself cleaning a kitchen with Amway Home™ cleaning products. Before posting to Instagram®, he/she selects background music from Signature Tracks and edits the video to include that music. This is **allowed** because the music available on Signature Tracks is licensed for an Amway Direct Retailer/Seller to use in this manner.
- (b) An Amway Direct Retailer/Seller records a 20 second makeup-application demonstration featuring Artistry™ products. Before posting to Facebook®, she adds 20 seconds of a popular song as background music. Unless the Amway Direct Retailer/Seller has obtained the appropriate license(s) for that track, the post is **not allowed**.
- (c) An Amway Direct Retailer/Seller takes a 30 second video of a live music performance at an Amway event and posts it to Facebook™. Unless the event coordinators have explicitly approved this activity, or the Amway Direct Retailer/Seller independently secures the rights to use the performance in that manner, this is **not allowed**.

### Rights of Publicity

A person’s “right of publicity” is the person’s right to control and profit from commercial use of his/her/its own likeness, including his or his/her/its name, image, voice or other aspects of his/her/its identity. An Amway Direct Retailer/Seller is expected to respect others’ rights of publicity and comply with all applicable laws related to the Amway Direct Retailer’s/Seller’s Digital Communications and comply with individuals’ requests to stop using their likeness. An Amway Direct Retailer/Seller is not allowed to use

## Digital Communications Standards (DCS)

another individual's rights of publicity to promote his/her/its business without first obtaining written permission from that individual.

Amway prohibits an Amway Direct Retailer/Seller from posting content that contains a celebrity's likeness or that prominently features a third party unless the Amway Direct Retailer/Seller has obtained written authorization from the person(s) appearing in the content or Amway has otherwise approved that content.

### Rights of Publicity Examples:

- (a) An Amway Direct Retailer/Seller is at the beach, and takes a selfie holding up a can of XS™ energy drink. A group of people can be seen in the background, but the camera is focused on the Amway Direct Retailer/Seller and aspects of the identities of the background people cannot be easily determined. The Amway Direct Retailer/Seller posts this photo with the caption "Great day at the beach powered by XS™ brand! See link in bio for more info on how to get your XS™ products!" This is **allowed**; however, Amway requires that the Amway Direct Retailer/Seller take the post down if the people are recognizable in the photo and have asked that the post be removed.
- (b) An Amway Direct Retailer/Seller takes a selfie where a well-known author, who is paid to speak and sign books at an Amway event, is highlighted in the background. This is **allowed** provided the event guidelines allow photography of this author at the event. If allowed, the Amway Direct Retailer/Seller may not imply that the author is affiliated with or endorses Amway.
- (c) An Amway Direct Retailer/Seller re-tweets a photo of a famous snowboarder drinking an XS™ energy drink with the caption "Check this out! Top athletes swear by the XS™ brand!" This is **not allowed** unless the Amway Direct Retailer/Seller has obtained written authorization from the snowboarder.
- (d) An Amway Direct Retailer/Seller is at the beach, and takes a selfie holding up a can of XS™ energy drink. Two random people photobomb the Amway Direct Retailer/Seller, both giving him the thumbs up sign. The Amway Direct Retailer/Seller posts this photo with the caption "Great day at the beach! Everyone loves XS™ energy drinks! See link in bio for more info on how to get your XS™ products!" Unless those two people provided consent to the Amway Direct Retailer/Seller, this is **not allowed** as gives the impression that those people are promoting XS™.

### Trademark Use

An Amway Direct Retailer/Seller is not allowed to copy, distribute or use in any other manner any trademarks of Amway or Alticor Inc. ("Alticor") without prior written approval from Amway. Amway or Alticor corporate-owned trademark and logo artwork, product photos, and corporate-related images may be obtained only from approved sources as specified by Amway.

An Amway Direct Retailer/Seller is not allowed to copy, distribute or in any other manner use trademarks of a third party without proper written assignment, license, or other permission by the trademark owner.

### Amway's Trademarks

Amway's trademarks – including Amway, Nutrilite, Artistry, XS™, and other brands, logos, or names it currently uses or may adopt in the future – are of great value to Amway.

## Digital Communications Standards (DCS)

Amway expects the Amway Direct Retailer/Seller to respect its rights by only using Amway-owned trademark and logo artworks, product photos, and corporate-related images that the Amway Direct Retailer/Seller has obtained from approved sources as specified by Amway.

When creating a digital property (such as a Facebook®+ or Instagram®+ account, or website), an Amway Direct Retailer/Seller may use an Amway-owned brand name (in text only) to describe the Amway Direct Retailer's/Seller's connection to Amway as appropriate in the "about," "bio," or similar relevant area on the digital property without prior approval. An Amway Direct Retailer/Seller may not use Amway-owned trademarks (product or brand names), brand logos or product images, in the domain name, account username, handle, account name, display name, page name, email address, profile pictures, cover photos or backgrounds or similar relevant area on the digital property, unless you have written permission from Amway.

Except for assets obtained from the approved sources and as otherwise described in this section, an Amway Direct Retailer/Seller is not allowed to copy, distribute or in any other manner use trademarks of Amway without prior written approval from Amway.

### Amway's Trademarks Examples:

- (a) An Amway Direct Retailer/Seller creates a Facebook®+ page and the bio section reads, "Amway Direct Retailer/Seller. Passionate about BodyKey and weight management. Direct message for more info." This is **allowed** because Amway brand can be used in the bio section.
- (b) An Amway Direct Retailer/Seller creates an Instagram®+ account with the username @amwayking. This is **not allowed** because the Amway Direct Retailer/Seller used "Amway" in the username.
- (c) An Amway Direct Retailer/Seller creates a Twitter®+ account with the display name "My Nutrilite Account." This is **not allowed** because the Amway Direct Retailer/Seller used an Amway owned brand, Nutrilite, within the display name.

### Third-Party Trademarks

The Amway Direct Retailer/Seller is responsible for not violating the trademark rights of third parties in its Digital Communications. An Amway Direct Retailer/Seller may not feature or use a third-party's trademark in a digital communication in a way that falsely suggests an affiliation or sponsorship between the Amway Direct Retailer/Seller or Amway and that third party.

### Third Party Trademark Examples:

- (a) An Amway Direct Retailer/Seller posts an image with his/her/its Training Providers logo on his/her/its Instagram account. This is **allowed** provided the Training Providers approves use of the trademarked logo.
- (b) An Amway Direct Retailer/Seller posts a video to Facebook®+ demonstrating (in full compliance with product claims rules) how Amway products are used in the kitchen. The Amway Direct Retailer/Seller has a Betty Crocker®+ cookbook propped up on the counter next to the Amway products and is wearing a shirt with the Betty Crocker®+ logo embroidered on the chest. This is **not allowed** because posting this video could be interpreted as suggesting an affiliation between the Amway Direct Retailer/Seller and Betty Crocker®+ and/or between Amway and Betty Crocker®+.

## Digital Communications Standards (DCS)

### SUBMITTING FOR AUTHORIZATION

BSM are often thought of as books, brochures, CDs, etc. used to support, train, motivate, and educate Amway Direct Retailers/Sellers, prospects, and customers (see Rule 7). BSMs also include digital assets such as apps, websites, podcasts, and videos. All digital BSM must comply with the Rules, QAS and DCS.

Under the Rules, BSM must be submitted to Amway for review and approval prior to use. Digital Communications that are BSM but that are spontaneous in nature will not require prior approval unless specifically set forth in these DCS. The following is a list of Digital Communications that require prior written approval from Amway prior to use:

- Amway, Alticor, and third-party intellectual property.
- Before and after images and videos (user generated; except for color cosmetics).
- Blogs. (Note: Only the “concept/theme” of the blog needs to be reviewed).
- Digital events with use of third-party intellectual property.
- Digital events on non- Amway Direct Retailer/Seller owned or controlled properties.
- Mobile apps.
- Podcasts.
- Product demos (user generated; except for color cosmetics, cookware, and cooking).
- Video, audio and saved/memorialized Live Stream containing: Product Claims, Prospecting, Income Representations, and Third-Party IP.
- Websites.

Amway Direct Retailers/Sellers must send all requests for review and approval to Business Conduct and Rules. Requests must include Amway Direct Retailers/Sellers name and number, content and intended use.

Please send all your queries/requests to India Rules Team at [Plain\\_Speak@Amway.com](mailto:Plain_Speak@Amway.com)

† Facebook® is a registered trademark of Facebook, Inc.; YouTube® is a registered trademark of Google Inc.; Instagram® is a registered trademark of Instagram, LLC; Twitter® is a registered trademark of Twitter, Inc.; Wechat® is a registered trademark of Tencent Holdings Ltd.; VK® is a registered trademark of Limited Liability Company "V Kontakte"; Line® is a trademark of Line Corporation; WhatsApp® is a registered trademark of WHATSAPP INC.; SnapChat is a registered trademark of SNAP INC.

††LinkedIn® is a registered trademark of LinkedIn Corporation

††† Amazon® is a trademark of Amazon.com, Inc.; eBay® is registered trademark of eBay Inc.; Taobao® is a registered trademark of Alibaba Group; Etsy® is a registered trademark of MORGAN STANLEY SENIOR FUNDING, INC.

†††† Craigslist® is a registered trademark of Craigslist, Inc.; GoFundMe® is a registered trademark of JPMORGAN CHASE BAK, N.A.

††††† Forbes® is a registered trademark of Forbes LLC; The New York Times® is a registered trademark of The New York Times Company; Betty Crocker® is a registered trademark of General Mills Marketing, Inc.