



Date: September 3, 2024

## **GUIDELINES FOR ISRs USING THE INTERNET TO PROMOTE MARKETPLACE GLOBAL (“MPG”) PRODUCTS AND BUSINESS**

### **Official Channels**

- Corporate encourages ISRs to only use MPG’s official platforms for online sales. It ensures compliance and streamlines the customer experience.

### **Third-Party Websites**

- Using third-party websites can weaken brand image and personal relationships ISRs build with customers. ISRs must email any third-party site links they want to use in their MPG marketing to [compliance@marketplaceglobal.com](mailto:compliance@marketplaceglobal.com) for review and approval prior to use.
- MPG emphasizes building relationships with customers and maintaining brand control, which can be compromised with external platforms.

### **Prohibited Sales**

- ISRs are not allowed to sell MPG products on unauthorized websites or online marketplaces, including but not limited to Craigslist, E-Bay, and Amazon, to maintain product integrity and pricing consistency.

### **Social Media**

- Social media platforms can be used for promotion, but ISRs must comply with each platform’s specific communication rules and policies.
- Unsolicited commercial messages about products or business opportunities are typically prohibited and are often seen as “spam.”
- We strongly suggest NOT posting pictures or videos about the products or the company. Many people (including friends and family) will search online about your products/opportunity and may find other people’s link/s and mistakenly join or purchase from someone else. The goal with social media is to create curiosity, conversations, and connections with you.

### **Focus on MPG Products**

- ISRs can use the internet to promote MPG products, but the focus should be on the products themselves and their benefits.
- ISRs are required to offer accurate product information, including price, payment terms, return policies, guarantees, and after-sales services (if applicable).
- ISRs should not use unauthorized testimonials or endorsements and must ensure that any comparisons made with other products or companies are factual and not misleading.

### **Disclaimers**

- ISRs are encouraged to put out a disclaimer when giving testimonials that are NOT endorsed by MPG.
  - Example of a disclaimer
    - For Product Claims:
    - *"We're excited to share our new wellness products with you! While many of our customers have experienced great results, please remember that individual results may vary. Our products are designed to support overall health and wellness, but it is not intended to diagnose, treat, cure, or prevent any disease. Always consult with a healthcare professional before starting any new supplement regimen."*
    - For Business Opportunity:
    - *"We're thrilled to offer you the chance to join our amazing team and build your own business! While many of our affiliates have achieved great success, please keep in mind that income varies based on individual effort and market conditions. Our comprehensive training and support are here to help you succeed, but there are no guarantees of specific earnings. Your success depends on your hard work, dedication, and ability to follow our proven system."*

- ISRs are strictly prohibited from making any specific or implied medical claims (“*cures cancer*” or “*treats diabetes*” or “*heals wounds faster than any other product.*”); unsubstantiated benefits (“*guaranteed to work for everyone*” or “*Instant results for all skin types*”); implied medical benefits (“*feel like you’re 20 again*” – implying anti-aging effects without proof); or specific or implied disease claims (“*Prevents heart attacks and diabetes*”).
- ISRs are allowed to use words and sentences like “*Our product supports overall health and wellness.*”, or “*Contains antioxidants that help fight free radicals*”, when sharing about the products. For MPG products that have approved claims, you may use “*clinically tested ingredients*” only when it’s true and substantiated.
- Please note that the above examples are not exhaustive and there could be more examples not included above. Please use your discretion wisely when considering other possibilities.

### **Content Restrictions & Activities**

- ISRs must avoid posting any unlawful, threatening, defamatory, obscene, or other inappropriate content on MPG’s website or any affiliated platforms.
- ISRs cannot use company or third-party intellectual property in domain names, meta-tags, or as wallpaper on social networking sites without written permission.
- Sponsored links or pay-for-placement advertising are prohibited without prior written authorization from the company. Any ISR intending to run paid advertisements on any social, public platform is required to email [compliance@marketplaceglobal.com](mailto:compliance@marketplaceglobal.com) with advertisement copies, images, and any links associated with the advertisement, funnel or campaign, for written approval before they are allowed to run the paid advertisement.
- ISRs should not misrepresent potential earnings or sales figures and must provide truthful, accurate information based on substantiated facts. Words and sentences like “*Earn \$10,000 a month guaranteed.*” or “*Becoming a millionaire is easy with our plan.*” or “*Join now and replace your full-time income in just a few months.*” or “*No selling required to make money*” are strictly prohibited.
- ISRs cannot post recordings of MPG-sponsored events or trainings on their personal websites or social media.
- Reproduction or reposting of official MPG media coverage (articles, titles) on ISR websites is prohibited. However, linking to such coverage is allowed with a specific disclaimer.
- ISRs are prohibited from promoting, discussing, or providing commentary related to MPG products or business in any media format, including but not limited to television, newspaper, magazine, or radio interviews.
- ISRs may not participate in podcasts that promote or discuss MPG products or business without prior written authorization from MPG Corporate Compliance. To obtain authorization, ISRs must email [compliance@marketplaceglobal.com](mailto:compliance@marketplaceglobal.com) with details of the podcasts, including the name, topic, host information, and any relevant links.
- ISRs are strictly prohibited from sharing passwords or jeopardizing account security.
- ISRs are strictly prohibited from modifying, decompiling, disassembling, or reverse engineer MPG’s website content or services.

### **Maintain Brand Integrity**

- Don’t create websites or social media profiles that look like official corporate MPG channels.
- Use only MPG-approved Independent Sales Representative logos and marketing materials.

### **Be Transparent, and Uphold Legality and Ethics**

- Follow all internet marketing regulations and avoid any practices that could be considered spammy or deceptive.
- Uphold ethical business practices by being honest and transparent in your online interactions
- Clearly disclose your MPG affiliation on any website or social media platform you use for promotion.
- ISRs must clearly identify themselves as an “Independent Sales Representative of MPG” in any communication related to their business, including emails, websites, logos, and social media pages.
- ISRs must provide clear contact information and indicate that they are not official representative or an employee of MPG.
- ISRs are strictly prohibited from using MPG’s products or business plan to mislead people into joining another competitor’s business.
- ISRs must avoid soliciting or enticing direct sellers from other companies and refrain from denigrating other companies’ products or business models.

**Email Communication**

- ISRs must comply with all laws regarding email communications, including the CAN-SPAM Act 2003, and must honor requests to cease sending emails from individuals who no longer wish to receive them. Violations of the CAN-SPAM Act can result in significant fines. The Federal Trade Commission (FTC) is responsible for enforcing the provisions of this Act.

**Privacy and Data Protection**

- ISRs must protect private information provided by customers, potential customers, or other ISRs in compliance with local privacy and data protection laws.

**Termination of Access**

- MPG reserves the right to monitor and remove any content that violates these policies and may disclose information to comply with legal requirements.
- MPG reserves the right to terminate an ISR's access to its websites and services at any time, particularly if the ISR breaches any terms or engages in prohibited activities.