

North America SOCIAL MEDIA STANDARDS



Be a part of the social media REVOLUTION!

Social media is an ideal way to connect with your network and ACN recognizes that IBOs will be using Facebook, Twitter, LinkedIn, YouTube, Vimeo, Instagram, and more to reach out and share the ACN Business Opportunity with others. As you may already know, social media can help build and maintain strong relationships with your friends, team, customers, prospects and other contacts.

To ensure you optimize your social media efforts and adhere to the ACN IBO Agreement, including the ACN Policies and Procedures, we have developed these Social Media Standards (these "Standards"). These Standards are intended to assist IBOs when communicating the excitement and potential of the ACN Business Opportunity via social media, and were created to help avoid potential problems or misunderstandings and to provide helpful and practical advice for you when operating on the Internet as an Independent Business Owner of ACN. These Standards are an extension of the ACN Policies and Procedures, and are consistent with the existing rules that apply to ACN's direct selling business practices.

USE OF BRAND IMAGES AND/OR LOGOS

ACN's identity is one of its most valuable assets, and therefore, must be protected at all times in order to maintain its integrity for all. The name ACN, and other names as may be adopted or used by ACN, and the logos of the ACN companies are proprietary trade names, trademarks, copyrights, service marks, designs, or symbols (collectively "marks"). As such, these marks are of great value to ACN and ACN IBOs are strictly prohibited from using them in any unauthorized manner. Additionally, the names/logos of ACN Providers may not be used by IBOs in social media marketing or in promoting the relationship between ACN or ACN Providers, except as may be expressly permitted by these Standards or the IBO Agreement. Maintaining good relations with ACN Providers is critical to ACN's ability to promote quality services. As an alternative to using ACN Providers' names or logos, IBOs may use descriptions like, "One of the nation's largest, fastest, and most reliable 5G & 4G LTE networks," "Merchant

Services," "Energy Services," or "Identity Theft," or "Satellite TV." In addition, as IBOs you may use the IBO logo available to you at: <http://acncompass.com/business-ethics/>. This logo clearly indicates your status with ACN.

MARKETING MATERIALS – PRODUCT CLAIMS

All marketing materials containing business and product claims must be accurate and not misleading. It is a mandatory requirement that IBOs share only business and product information supplied by ACN on social media. The best way to do this is by sharing information directly from ACN's social media accounts.

If an IBO prefers to create their own content, the online material must not contain any specific product information (i.e., plan details, prices/rates, etc.), unless provided by ACN. Furthermore, IBOs may not imply any anticipated savings or post copies of a customer's bills. Any files shared from ACN websites, ACN social media pages, or taken from printed ACN literature must be used exactly as printed or written. ACN strictly prohibits, and will not authorize, use of marketing materials created by IBOs who do not adhere to ACN's policy on use of logos, names, trademarks and other proprietary information. ACN and ACN Providers have created and make available a variety of marketing materials for use by IBOs in promoting ACN's products.

MARKETING MATERIALS – INCOME/LIFESTYLE CLAIMS

ACN prohibits IBOs from making earnings representations, including without limitation "lifestyle" claims, whether accurate or not, because they can be misleading to prospective IBOs and are unnecessary to market the ACN Opportunity. Earnings representations are also restricted by the DSA Code and applicable law. This prohibition includes any implied claims via posts that include "lifestyle" photos (i.e., large homes, luxury cars, exotic vacations, or other items suggesting or implying wealth) or hypothetical examples. Claims such as "My ACN business has allowed my wife to come home and be a full-time mom" or "I was able to quit my job" also fall within the purview of "lifestyle" claims. Additionally, your social media postings and websites should not present false or misleading information about ACN or the ACN Business Opportunity. If an IBO decides to share another IBO's social media post, the sharing IBO is responsible for ensuring the post complies with all established guidelines. Furthermore, use of hashtags that imply wealth or

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that little to no effort is required to make money are prohibited. Examples include, but are not limited to, #passiveincome, #generationalwealth, #retirementincome, etc. For examples of acceptable hashtags, please refer to ACN's social media accounts.

REPRESENTING YOURSELF AS AN IBO ON SOCIAL MEDIA

If you are using your social media sites to promote the ACN Business Opportunity or ACN services, please remember that you must clearly identify yourself as an ACN Independent Business Owner (IBO), along with providing your given name on each home page. For example, Tom Smith, ACN Independent Business Owner. "ACN" must appear in plain block letters, as the use of ACN logos, names, trademarks, or other proprietary information belonging to ACN or its affiliated companies is prohibited. Additionally, ACN IBOs are prohibited from representing themselves as having any other affiliation with ACN, other than as an IBO, or having any affiliation with any ACN Provider. Terms like "employed by," "working at," "partnered with," "franchise owner," "agent," "wholesale business," or "broker" should not be used when describing your relationship with ACN.

FACEBOOK® GROUPS

IBOs generally are permitted to maintain group pages for their customers and teams to stay connected, share information, and build momentum. Group pages intended for IBOs to connect with *existing customers only* should be private and designed to share latest product information, not to solicit or prospect new customers. Group pages intended for teams to stay connected may be private or public but must be reported to ACN and receive approval in writing prior to accepting any members.

Both groups should follow the below criteria:

- Members must only be able to join the group if invited or accepted.
- No copyrighted material is to be used (i.e. images, logos, names, other marks).
- No corporate trademarks or similar names used in the group title / name.
- All information shared in this group must be compliant with ACN policies and procedures.

- Group cannot be promoted in ads, links, listings, streams, etc. on any social media site or website.
- Group pages intended for all ACN IBOs are not permitted unless approved by ACN.

SOCIAL MEDIA DOS

- Create an individual social media profile.
- Disclose that you are an ACN IBO clearly along with your full name.
- Like and follow official ACN pages.
- Market the ACN Business Opportunity by sharing positive experiences about the ACN business.
- Communicate with your team and customers as appropriate and in compliance with these Standards.
- Refer questions to the ACN website or contact the Business Ethics Department at businessethics@acninc.com.
- Abide by ACN's Policies and Procedures at all times. If you have a question, ask.
- Share videos, announcements and product/service information directly from the official ACN pages.

SOCIAL MEDIA DON'TS

- Do not create pages, accounts or other online profiles to sell ACN services.
- Do not use ACN trademarks, trade names, product logos, images, names or branding on your social media pages.
- Do not make earning claims or guarantees when marketing the ACN Business Opportunity.
- Do not make product claims that are unsubstantiated or misleading, whether express or implied.
- Do not prospect or cold market to customers, which includes but is not limited to, paid-for advertisements, marketplace, flea markets or buy/sell groups.
- Do not make claims about ACN services that are false, misleading or incorrect. If you don't know or are unsure, ask.

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- Do not create fake ACN or product brand identities. When naming your page or group, you are not allowed to use ACN marks. Always use your full name and identify yourself as an ACN Independent Business Owner.
- Do not spam or broadcast using social media.

As always, if you have any questions about your promotion or marketing of the ACN Opportunity or products/services, please contact the Business Ethics Department at businessethics@acninc.com. We are happy to help you with any questions you may have.