

- c) Accurately sourced background and statistical information having to do with the economic trends, general business environment, and future projections.
 - d) Build-the-dream sections consisting of hyperlinks to sites reflecting potential dreams of a prospect (i.e., cars, vacation spots, etc.). This section must not imply that the business will provide these dreams or goals. Also this section must be explicitly clear that it is for building one's dreams or goals.
 - e) General how to's reflective of the type of activities a new IBO would engage in to build their business. Examples include how to make a prospecting list, how to conduct product demonstrations, etc.
 - f) Information regarding the system, organization, or personal development program in which the featured IBO participates. System participation must always be framed as optional.
 - g) *Outbound Links* to other sites, provided such links are in accordance with the Rules of Conduct and IBOA International Speaker Guidelines. These links may include one's LOS Home Page, Quixtar.com, Amway.com, Amway- ABN.com, and IBOAI.com.
 - h) *Inbound Links* from an authorized Personal Home Page and/or a LOS site.
 - i) Communication areas may include e-mail addresses to facilitate communication.
- 3) **3) Prohibited Content (in addition to that listed in General requirement above):**
- a) Language which states or implies a guarantee of income.
 - b) Product Sales (see Product Sales Web Sites below).
 - c) Personal success stories that reflect a level of achievement **not attained solely through participation in the business.**
 - d) Sale of BSM
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III. **Requirements Specific to Product Sales Web/Internet Sites**

- 1) **Passcode Protection:**
- a) Product Sales sites must be passcode protected, utilizing a passcode that is not easily determined by **uninvited** individuals seeking entrance.
 - b) The passcode page may only contain information needed for sign-in purposes and a small introductory paragraph to verify a viewer has reached the correct site. A technical help e-mail address can appear for individuals experiencing difficulty. The page may not contain IBO numbers or passcodes that would provide a casual web viewer access. IBOs may give out their passcode to prospective IBOs, members or clients only in face-to-face or other one-to-one contact situations.
 - c) IBOs may not sell products to customers outside of the United States or Canada. The passcode page must carry the following statement: **For use with prospects, clients and IBOs in the United States/Canada only.**
- Remember – disseminating the pass code and URL address prior to receiving final authorization will result in the enforcement of the Zero Tolerance Policy.***
- 2) **Appropriate Content Includes:**
- a) Country appropriate product information and imagery as provided by the Corporation. Use of any trademark, trade names, service marks, or other intellectual property including photos and text, must be used appropriately and requires written permission from the Corporation. Such information must remain current.
 - b) On-line forms and on-line processing of orders. However, IBOs are responsible for all security issues, including but not limited to the confidentiality of customer credit card numbers, associated with their Web sites.
 - c) Product Promotion Information as provided by the Corporation.
 - d) IBOs must clearly and conspicuously state that they are independent businesspersons and products are not being ordered directly from the Corporation.
- 3) **Prohibited Content (in addition to that listed in General Requirements above):**
- a) Prospecting and recruiting content. (See Prospecting Web Sites above.)

**FAILURE TO COMPLY WITH THE RULES OF CONDUCT AND THIS BULLETIN
MAY RESULT IN ACTION AGAINST YOUR INDEPENDENT BUSINESS**

- 14) **Employer/Employee Implications:** IBOs may not state or imply in any way that IBOs are employees of the Corporation, their sponsor or their line of sponsorship. When presenting the business to prospective IBOs, it must be clear that one is introducing an independent business ownership opportunity.
- 15) **Guarantees:** IBOs may not make implied or express guarantees of results or success in any aspect of the business opportunity.
- 16) **A "Sponsoring Only Business" Opportunity:** IBOs are prohibited from stating or implying that one can build a successful business solely through registering other IBOs, or otherwise de-emphasizing the sale of products.
- 17) **Intellectual Property Issues:** IBOs may not use any trademark, trade names, service marks, or other intellectual property without prior written permission or license from the intellectual property owner. This is true of intellectual property belonging to the Corporation or any outside manufacturer, vendor, publisher, or other third party. The IBO remains solely responsible for all intellectual property issues and the Corporation is expressly not responsible.

These guidelines are provided in an effort to help IBOs develop their own Web/Internet site, which meet the requirements of the Independent Business Owners Plan and the Rules of Conduct. This should not be considered an exhaustive list. Should you have specific questions, please feel free to contact Rules Administration (616) 787-6712.

I. Requirements Specific to Personal Home Page (PHP)

- 1) **Passcode Protection** is NOT required for PHPs.
- 2) **Appropriate Content Includes:**
 - a) Independent Business Owner's name and state.
 - b) IBO Achievement level.
 - c) Personal statements regarding the business that comply with the General Requirements stated above and the Rules of Conduct.
 - d) A photograph of the IBO featured on the Personal Home Page.
 - e) Artistic elements in good taste which will reflect positively on the IBO and the Business Opportunity.
 - f) An audio greeting.
 - g) The Business Opportunity must be identified as applicable in North America only.

Please be aware this information can be viewed by anyone on the Internet so you may not wish to publish information considered private or personal.
- 3) **Prohibited Content** (in addition to that listed in General Requirements above):
 - a) Product or service information.
 - b) Content which could be interpreted as an advertisement or prospecting information.

II. Requirements Specific to Prospecting Web/Internet Sites

- 1) **Passcode Protection:**
 - a) Prospecting sites must be passcode protected, utilizing a passcode that is not easily determined by uninvited individuals seeking entrance.
 - b) The passcode page may only contain information needed for sign-in purposes and a small introductory paragraph to verify a viewer has reached the correct site. A technical help e-mail address can appear for individuals experiencing difficulty. The page may not contain IBO numbers or passcodes that would provide a casual web viewer access. IBOs may give out their passcode to prospective IBOs only in face-to-face or other one-to-one contact situations.
 - c) The passcode page must carry the following statement: **For use with prospects by IBOs in North America only. Remember – disseminating the passcode and URL address prior to receiving final authorization will result in the enforcement of the Zero Tolerance Policy.**
- 2) **Appropriate Content Includes:**
 - a) Information regarding the benefits of participation in the business. IBO, Member, and Client categories should all be represented.
 - b) The personal story of the featured IBO and/or personal reflections regarding the business opportunity.

- 2) **All site content must be reviewed and authorized** in accordance with the Rules of Conduct of Independent Business Owners. ***Under the Corporation's Zero Tolerance Policy, adopted in July of 1999, IBOs who post unauthorized Web sites (sites that have not been content reviewed and received final authorization) face an immediate suspension for a period of six (6) months*** IBOs who use the recommended service provider will have their content automatically submitted for review. If you are not using the recommended service provider, you may fax, e-mail, or mail your content to BSM Administration.

A web site may be submitted via any of the following methods:

- a) A copy of the entire site faxed to WWBSM Administration at (616) 787-4972.
- b) Downloaded on to a floppy disk, zip disk or CD-ROM and mailed to Quixtar, Inc., P.O. Box 430, Grand Rapids, MI 49599-0430, Mail code 56-3A.
- c) E-mailed to WWBSM@quixtar.com if size allows.
- d) Uploaded to a hosted facility under pass-code protection. Pass-code and URL address must be e-mailed to WWBSM@quixtar.com. The site and pass-code ***must not*** be promoted until final authorization is extended.

- 3) **Use of Corporate Trademarks:** Under no circumstances may an IBO use Corporate trademarks or service marks, or any variation likely to cause confusion with a Corporate trademark or service mark, in their site address or e-mail address (e.g., Quickstart.com, BuyLOC@quixnet.net, Quixtar4u.com). Likewise, under no circumstances may an IBO use Corporate trademarks or service marks, or any variation likely to cause confusion with a Corporate trademark or service mark, in a meta tag or other site locator.
- 4) **Site addresses and e-mail addresses:** Addresses for web sites or e-mail must not be deceptive or misleading or violate the Rules of Conduct (e.g., EZmoney.com, Retirenow@USA.com, Nosellingrequired.com).
- 5) **"Spamming:"** The sending of unsolicited e-mails to individuals with whom you do not have a pre-existing relationship – "spamming" – is strictly prohibited. (See Rule 4.23 of the Rules of Conduct)
- 6) **Misrepresentation:** Sites may not contain any income representations or sales plan depictions and may not misrepresent the business opportunity. (Rule 8). Language, which reflects poorly on the business opportunity, is not permitted.
- 7) **Non-Programming Meta Tags:** Meta tags of any kind are not permitted. All sites shall not be readily searchable on any Internet search engine.
- 8) **Non-corporate products or business opportunities:** The offering or presentation of these items may not be offered or presented. No products other than those offered by the Corporation to its IBOs may be sold, under these guidelines.
- 9) **"BSM:"** The presentation or sale of Business Support Materials (BSM), such as prospecting or IBO Plan training materials are not permitted, under these guidelines.
- 10) **Customer Information:** IBOs are required to abide by the terms and conditions of any privacy statement posted on the site. IBOs should take the utmost precaution when handling sensitive customer information such as names, addresses, and credit card numbers because nothing on the Web/Internet is 100 per cent secure.
- 11) **E-Mail Address Posting:** On a PHP, the featured IBOs may post their e-mail address on the Web site, and invite viewers to communicate with them via e-mail. Only the featured IBO's e-mail address may be posted on the site: no multiple-lined recipient communications are permitted. No other e-mail communication in a non-passcode-protected environment is permitted. E-mail addresses are permitted on prospecting and product sale site, however, the e-mail must appear behind the pass code page, it cannot appear on the "welcome page or pass code' page.
- 12) **Links to Other Sites:** IBOs may only link to the following sites:
- a) Official Corporate sites.
 - b) The Independent Business Owners Association International Web site (www.iboai.com).
 - c) An authorized line of sponsorship (LOS) site.
 - d) An authorized prospecting site.
- 13) **BSM and Support System Representations:** While the Corporation recognizes that Business Support Materials and/or system participation can provide valuable support for building and operating an independent business, the purchase and/or use of BSMS must not be required. Nor may their use or purchase be made a condition of receiving upline support. Further, it is a violation of the Rules of Conduct to imply or state that one's success in the business is guaranteed through system participation. The sale of BSMS to prospects, clients, or members is prohibited.

BULLETIN

BULLETIN NO. 17

INDEPENDENT BUSINESS OWNERS' WEB/INTERNET SITES

The Internet has developed in recent years into a mainstream network of commerce and communications, offering business people unlimited potential to conduct transactions and network with others with speed and convenience that could not have been imagined a few years ago. To enable Independent Business Owners to take advantage of the explosion of opportunities on the Internet, the Corporation (as defined in the Rules of Conduct of Independent Business Owners) has developed the following requirements for IBOs wishing to communicate with prospects, potential members, and customers using this technology.

TYPES OF WEBSITES

- 1) **Personal Home Page (PHP):** IBOs may create a PHP Home Page to share their personal story or information about their business, hobbies, or interests with friends and downline. A PHP is intended to help build a personal connection and establish credibility with someone who may want to find out more about the business opportunity. IBOs may elect to have their page hosted by the recommended service provider (contact the corporation for details) or to utilize a service provider of their own choice. Regardless of who builds or hosts the PHP, the Rules of Conduct and the requirements set forth in this Bulletin must be followed.
- 2) **Prospecting Site:** IBOs may develop a site designed to interest potential IBOs in the business opportunity (a prospecting site). A prospecting site is intended to help IBOs in developing their own presence and furthering the image of their business, similar to prospecting literature. These sites must be pass code protected and follow the requirements as set forth in this bulletin and the Rules of Conduct.
- 3) **Product Sales Site:** IBOs may develop a site designed to sell the Corporation's product. However, as with its own sites, the Corporation seeks to ensure the accuracy of product claims and sales information, and to protect its trademarks and copyrights. These sites must be pass code protected and follow the requirements as set forth in this bulletin and the Rules of Conduct.
- 4) **Other types of sites:** Additional information is available from Worldwide Business Support Materials Administration for LOS sites and other hybrid sites. Contact them at wwbsm@quixtar.com.

GENERAL REQUIREMENTS FOR ALL WEB SITES

- 1) **Rule Compliance:** All IBO sites must comply with the Rules of Conduct. IBOs should review the Rules of Conduct, paying particular attention to the following:
 - a) **Rules 4.3.2 and 8.3.11 (Mass Mailings)** – Prohibits any type of mass communication designed to obtain IBOs, members, clients, or sales.
 - b) **Rule 9.8 (IBO Advertising)** – Prohibits IBOs from advertising to sell products or offer the business opportunity in any means where the one-to-one personal nature of the business is not present.
 - c) **Rule 4.23 (Unsolicited E-mail Messages)** – Prohibits IBOs from sending, transmitting, or otherwise communicating any unsolicited e-mail message to a person or persons with whom the IBO does not have a pre-existing personal or business relationship.
 - d) **Rule 4.27 (Privacy and Confidentiality)** – Requires IBOs to comply with the Corporation's privacy and confidentiality policies.
 - e) **Rule 4.8 (Compliance with Applicable Laws, Regulations and Codes)** – Requires IBOs to comply with all laws, regulations and codes in the operation of their IB. This includes the unauthorized use of the intellectual property rights others.
 - f) **Rule 7 (Business Support Materials)** – Requires BSMs, including Internet and web sites, used with prospects, or that contain a presentation, explanation, or illustration of the IBO Plan or product information to be reviewed and authorized by the Corporation prior to use.
 - g) **Rule 9 (Trade names, Trademarks and Copyrights)** – Requires permission to use the Corporation's trade names, trademarks, or copyrights.