



CAN-SPAM Act

Here at ACN we are committed to maintaining a culture of integrity. As such, we have one goal in mind: to provide outstanding service and support to our Independent Business Owners and their customers.

To maintain this culture of integrity and implement best practices, we need your help. At ACN we highly discourage cold marketing techniques for the purposes of recruiting other IBO's. You may wonder why. Well, it has been shown that the use of these cold marketing techniques can be costly, ineffective and distracting to an IBO's network marketing efforts. The FTC and the FCC each have laws that restrict telemarketing practices, thus the use of telemarketing and "speed dial" for recruiting purposes is strictly prohibited. The term telemarketing includes, but is not limited to, the placing of one or more telephone calls to an individual or entity to induce recruitment to the ACN opportunity. Additionally, no automatic telephone dialing system or software may be used in connection with the operation of the ACN business.

What about email marketing for IBO recruitment? ACN does not permit IBO's to send unsolicited commercial emails unless such emails precisely comply with applicable laws and regulations including, without limitation, the Federal CAN-SPAM Act. The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations. Keep in mind this does not apply to just bulk emails. The law defines it as "any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service." Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$16,000, so non-compliance can be expensive and will not be tolerated.

Here is a rundown of the main requirements of the Act:

1. Don't use fake or misleading header information - Your "From," "To," "Reply-To," and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message;
2. Don't use deceptive subject lines;
3. Identify the message as an ad;
4. Tell recipients where you're located - Your message must include your valid physical postal address. This can be your current street address, a post office box you've registered with the U.S. Postal Service, or a private mailbox you've registered with a commercial mail-receiving agency established under Postal Service regulations;
5. Tell recipients how to opt out of receiving future emails from you;
6. Honor opt-out requests promptly; and
7. Monitor what others are doing on your behalf.

As to numbers 1 and 4 above, this is to be information regarding YOU. Please do not use ACN's name, address, or phone number in your auto responders. Additionally, the email is to come from you. Using someone else's identity (i.e., the Co-Founders, COC members, other leaders or IBO's) is not permitted. The information provided is to clearly define to the recipient who is sending the email ... you! Also, if you are sending emails to promote the ACN opportunity, be sure to visibly identify yourself using your full name and clearly displaying your status as an Independent Business Owner.

If you have any questions about this or any of our policies,
please contact the Business Ethics Department at businessethics@acninc.com.

We are here to help you.