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## Disparagement

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*Disparagement ... the act of speaking about someone or something in a negative or belittling way; criticizing someone or something in a way that shows a lack of respect.*

As always, ACN is focused on doing the right things through marketing with integrity. As part of that goal, ACN welcomes and values constructive criticism and comments from its Independent Business Owners (IBOs) and encourages open communication with all levels of the ACN organization. While ACN appreciates constructive input, negative comments and remarks made in the field about ACN, its products/services, compensation plan, or opportunity serves no purpose other than to sour the enthusiasm of other customers and ACN IBOs. For this reason, IBOs must not disparage, demean, or make negative remarks about ACN, other ACN IBOs, ACN products and services, the Compensation Plan, or ACN officers, directors, or employees.

We encourage all our IBOs to focus on positive communication, rather than negative. It is hard to empower, encourage or inspire a team if the surrounding message criticizes ACN in any way.

As another example, disparagement also include the use of words like "scam," "scheme," "rip-off," or "hoax." As we are all clearly aware, "scam" is a term that does not accurately reflect the ACN business. Therefore, all IBOs need to be careful not to use it in titles, headlines, etc. As an example, "Is ACN a Scam?" Even if the commentary in the article is positive, the headline is not and thus very misleading to those who may be scanning the Internet. If you happen to have content that negatively reflects ACN by using terms like scam, please be proactive and change or remove it.

As the world's largest direct seller of telecommunications, energy and other essential services, our marketing integrity is fundamental to the ACN reputation. Doing your part as an ACN IBO is essential to ACN's overall success.

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

**We are here to help you.**