



## Meeting Notification & Video Recording Policy

ACN is built on integrity. We are focused on doing the right things, at the right time and for the right reasons. ACN seeks to be an industry leader in complying with government regulations and DSA rules. In order to do that, we need your help.

ACN has developed a process by which Independent Business Owners (IBOs) provide ACN with a video recording of meetings to help ensure that the promotion of the ACN opportunity is done appropriately. Where ACN finds opportunity for improvement, ACN will provide feedback and guidance on proper practice going forward. Meetings subject to this requirement include (a) any meeting that charges more than \$25 per head for attendance (such charge must be in line with ACN's Policies and Procedures for events) or (b) any meeting held in a space, whether indoor or outdoor, that accommodates 100 or more attendees (whether or not that number of attendees actually attends). Meetings subject to this policy include but are not limited to: PBRs, Super Saturday's, and Regional Events

The meeting organizer and either (a) each RVP and SVP speaker at the event or (b) if no RVP or SVP speaker, the speaker with the highest position and longest tenure with ACN, are each responsible for ensuring compliance with this policy.

### The process is as follows:

1. Notify ACN of the meeting one week prior to the meeting date by printing and filling out the Meeting Notification & Video Recording Requirement document found under "Ethical Compass" on ACN's Compass. Once the form is filled out, send to [videoreview@acninc.com](mailto:videoreview@acninc.com). Note: If you have recurring meetings throughout the month (i.e., every Saturday), one document listing all Saturday meetings is sufficient. Recordings for all meetings with the aforementioned qualifications are to be submitted for review.
2. Video record the entire meeting from beginning to end and send it ACN Business Ethics (along with presentation slides and any other materials presented at the meeting) at [videoreview@acninc.com](mailto:videoreview@acninc.com). The recording should be uploaded to a private YouTube page for ACN corporate viewing only.
3. The meeting recordings should be submitted for review by one of the responsible IBOs within 5 days following the meeting date.

### Failure by the responsible IBOs to follow the rules outlined above may, at ACN's discretion, include the following consequences applied separately to each responsible IBO:

1. 1st offense – Fine up to \$250.00.
2. 2nd offense – Suspension up to 30 days and all income forfeited.
3. 3rd and subsequent offenses – Suspension up to 60 days and all income forfeited.

ACN reserves the right to take any action against a responsible IBO, including deactivation, for repeated failures to follow this policy.

ACN will provide feedback and guidance regarding meeting content to the responsible IBOs. This feedback and guidance will highlight both positive aspects of the meeting and areas needing improvement. For example, positive aspects may include: (a) providing appropriate disclaimers about earning potential; (b) advising that commissions are earned from customer acquisition; (c) truthful statements regarding how much time and effort is required to reach any level of success; (d) emphasizing recruitment as a means to build an organization of other customer getters, or (e) disclosing that residual income applies for the lifetime of a paying customer (i.e., how long the customer is active and paying their bills, and not that the IBO will receive a lifetime of residual income without the qualifying statement).

Areas needing improvement include aspects that are not consistent with ACN's requirements for promotion of the opportunity, such as: (a) promising wealth easily, quickly or without much effort, (b) using lifestyle pictures as a way to imply what you otherwise can't say – expensive cars, mansions, nice vacations, checks, money, etc.; (c) using false or misleading information when edifying the speaker; (d) discussing a great return on the initial "investment" to join ACN or making statements like "invest in yourself or your future" (which are strictly prohibited) or (e) focusing on recruitment without emphasizing the purpose (i.e. to build an organization of customer acquirers).

The above positive aspects and areas for improvement are not all inclusive, but rather serve as an illustration as to what may be addressed in the video review process.

Please note that this policy is in addition to, and not in substitution for, any requirement in ACN's Policies and Procedures. Meeting content that violates ACN's Policies and Procedures may also be addressed the provisions of that document.

ACN reserves the right to modify this policy at any time in its sole discretion by making a revised version available to you through posting to Ethical Compass on the ACN Compass website, or through other reasonable means.

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.**



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