B.E.S.T.

ARBONNE

Business Ethics Standards Team

Prospecting Through Electronic & Social Media Messages

With the help of email, text messages and social media messaging, it can be simple to connect with potential prospects and Clients. But before making that first outreach, it's important to know what spam is and how it applies to your Arbonne business.

Spam is sending commercial information by electronic means to someone who did not request it or consent to receiving it. Not only is spamming an unfair marketing practice and an act of unfair competition, it's also against the law in every country in which Arbonne is authorized to conduct business — and this also applies to our Independent Consultants. Please review the guidelines below to ensure that your messaging doesn't cross the line into spamming behavior.

THE BASICS

👍 DO:

- Obtain expressed consent from the recipient before contacting them in any manner. Keep in mind that consent can be withdrawn at any time.
  - Consent can be given if a recipient:
    - Registers as a direct Client or Preferred Client and has opted-in to Arbonne communications.
    - Provides their phone number and says that they may be contacted.
    - Signs a document or checks a box indicating they consent to being contacted via phone/email/text/messenger.
  - **Please note:** You cannot contact someone electronically for the purpose of obtaining consent to send an electronic message.
- Provide a free and easy opt-out mechanism in every single communication you send. The Client or prospect must be able to opt-out in the same way they received the message. For example, if you text a Client, they must be able to unsubscribe via text.
- Honor opt-out requests immediately and maintain accurate records of these requests for at least 3 years.
  - You want to be able to show that you are honoring people's requests, so record the time, date and manner in which the request was processed.

- Use clear and transparent headers or subject lines.
- Identify yourself as an Arbonne Independent Consultant. This includes using a compliant email address that does not include the word "Arbonne."
- Provide valid contact information for yourself including your name, mailing address, phone and email address.
- Be upfront and clear in the intent of your outreach (e.g., Is this a promotional offer? Are you inviting them to look at the business opportunity? Are you following up on an order?).
- Use approved language provided in Arbonne tools to discuss the products and the Opportunity.
- Obtain permission before you share anyone's contact information (even with other Arbonne Independent Consultants).
- Utilize the My Office Pro CRM system for electronic messaging, as we have ensured it abides by global anti-spam, data security and privacy laws.
- Comply with the user Terms & Conditions of any social media or instant messaging platform that you use (e.g., Facebook, Instagram, Facebook Messenger, WhatsApp, etc.).

👎 DON'T:

- Text anyone on the Do Not Call or Do Not Contact lists maintained in each country in which Arbonne is authorized to conduct business.
- Contact anyone who has not provided consent or who has clearly communicated that they do not wish to be contacted again.
- Implement a difficult opt-out process or ignore opt-out requests. The opt-out mechanism must be free and easy for the consumer.
- Send emails from an account that doesn't have a functioning return email address.
- Use confusing or unclear headers or subject lines.
- Share the recipient's contact information (even with other Arbonne Independent Consultants) without permission.
- Pose as the Arbonne Home Office or as an employee (includes creating email addresses with the word "Arbonne").
- Be misleading or unclear in the intent of your outreach.
- Make unsupported product, income or lifestyle claims.
- Use harvested address lists, automated dialers, robocalling, boiler rooms, sequential dialing or other prohibited tactics.

GLOBAL OUTREACH

Remember that you are a business owner. As a business owner, your electronic and social media messaging practices are regulated by country-specific laws that protect against spamming and misleading behavior. **For more information about the laws that apply to you, please visit the following websites:**

- **US CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing) Act of 2003**
  https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business
- **CRTC (Canadian Radio-Television and Telecommunications Commission) Unsolicited Telecommunication Rules**
  https://crtc.gc.ca/eng/trules-reglest.htm
- **UK Privacy and Electronic Communications Regulations 2003**
  http://www.legislation.gov.uk/uksi/2003/2426/contents/made
- **PL Act on Providing Electronic Services 2002**
  https://www.giodo.gov.pl/data/filemanager_en/51.pdf
- **AU Spam Act 2003**
  https://www.acma.gov.au/theACMA/spam-industry-obligations
- **NZ Unsolicited Electronic Messages Act 2007**
  https://www.otago.ac.nz/its/services/security/otago029306.html

Please note: In the European Union (EU), additional steps are needed before recipients can be contacted electronically. You must inform subscribers about the purpose of collecting their data. For example, if an individual provides you with their email address, you can only use the email address to send marketing communications if they explicitly gave you the email address for marketing purposes. You must record this consent, and the individual may withdraw this consent at any time. **More information can be found at https://eugdpr.org/.**

NEXT STEPS

- Review the benefits of using the My Office Pro CRM provided by Arbonne for purposes of managing your electronic and social media messages.
- Evaluate your current electronic and social media messaging behaviors to identify opportunities for improvement.
- Continue your education by searching for healthier business tools on **The Source > B.E.S.T. > Quick Tips.**

Need help or a second pair of eyes?
Send a request to best.arbonne.com!

For related policies, please refer to **3.6 Electronic Communications and 3.26 Email, Text Message, and Other Direct Marketing Communications** in the Policies & Procedures manual.