DIRECT SELLER CODE OF CONDUCT

TRUSTLEAD™ | Allied ITCIM Pvt Ltd
Effective date: 22 November 2026

(TRUSTLEAD™) a registered trademark of Allied ITCIM Pvt Ltd

1. Purpose and application

This Code sets out the standards of ethical and responsible conduct expected from persons who promote or distribute TRUSTLEAD products or services as direct sellers. It should be read with the company's current policies, seller agreement and applicable laws. Where a law provides a higher standard or mandatory requirement, the law will prevail.

2. Honesty and accurate representations

Direct sellers must provide truthful, clear and complete information about the company, products, prices, features, terms and conditions. They must not make false, exaggerated, misleading or unverified statements, conceal material information, or present personal opinions as official company commitments.

3. Income and business opportunity claims

No direct seller may promise or guarantee income, profit, rank, rewards or business success. Any discussion of earnings must be accurate, supported by authorised information and accompanied by appropriate explanations of conditions, effort, costs and the fact that results may vary. Lifestyle claims and fabricated testimonials must not be used to create unrealistic expectations.

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4. Respectful customer engagement

Customers and prospective customers must be treated fairly, politely and without pressure. Direct sellers must respect a person's decision not to participate or purchase, avoid harassment or repeated unwanted contact, and provide reasonable time for individuals to consider information before making a decision.

5. Product information and orders

Only authorised product descriptions, prices, labels and promotional materials may be used. Direct sellers must not alter product packaging or labels, make unauthorised health or therapeutic claims, collect payment through unauthorised channels, or misrepresent order, delivery, cancellation or refund conditions.

6. Identity and authorisation

Direct sellers must accurately identify themselves and their relationship with TRUSTLEAD. They must not claim to be employees, officers or authorised representatives of the company unless that status has been formally granted. Company names, logos, documents and communication channels must be used only as permitted.

7. Recruitment and team conduct

Recruitment must be voluntary and based on accurate information. No person may be pressured to join, purchase products, maintain inventory or make payments through misleading representations. Direct sellers must not encourage practices that are unlawful, deceptive or inconsistent with the company's policies.

8. Confidentiality and personal information

Personal information of customers, prospects and other sellers must be collected and used only for legitimate authorised purposes, kept secure and not disclosed or misused. Direct sellers must protect login credentials and must never request or share another person's password or OTP.

9. Prohibited conduct

Fraud, forged records, impersonation, unauthorised discounts or collections, misleading advertisements, coercion, defamatory statements, misuse of customer data, unauthorised use of intellectual property and any other unlawful or prohibited activity are not permitted.

10. Complaints and cooperation

Direct sellers should promptly forward customer complaints through the official support or grievance channel and cooperate honestly with reasonable company reviews. They must not obstruct complaint handling, retaliate against complainants or destroy relevant records.

11. Consequences of breach

A reported breach may be reviewed in accordance with the applicable seller agreement, company policies and law. Depending on the facts and due process, action may include guidance, correction of misleading material, suspension of authorisation or other action permitted by the governing terms and applicable law.

12. Updates and acknowledgement

TRUSTLEAD may revise this Code as business practices or legal requirements change. Direct sellers are responsible for reviewing current published requirements and complying with the latest applicable version.

Official contact

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Publication review note: Have this document checked against the company's executed direct-seller agreement, actual operating procedures and current Indian direct-selling and consumer-protection requirements. Confirm the approved seller terminology, disciplinary process and complaint contacts before publication.

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