DIRECT SELLER OBLIGATIONS & RESPONSIBILITIES

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

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

1. Compliance with law and company policies

Every direct seller must conduct business in accordance with applicable laws, the terms accepted during enrolment, and current TRUSTLEAD policies and instructions. Where requirements differ, the applicable law will prevail.

2. Truthful communication

Direct sellers must give accurate and complete information about TRUSTLEAD, its products, prices, order process and business opportunity. They must correct any material misunderstanding and must not make false, exaggerated or misleading statements.

3. Proper product presentation

Product details, benefits, usage directions, warnings and prices must be communicated only from authorised and current materials. Direct sellers must not make unauthorised medical, therapeutic or guaranteed-result claims or alter product labels and packaging.

4. Transparent business opportunity explanations

The business model, eligibility conditions, costs, responsibilities and applicable terms must be explained honestly. No direct seller may guarantee earnings, rank, rewards or financial success. Any earnings information must be authorised, substantiated and presented with appropriate context.

5. Fair customer treatment

Customers and prospects must be treated with dignity and respect. Direct sellers must answer questions honestly, allow reasonable time for decisions, respect refusals and avoid harassment, intimidation, coercion or persistent unwanted contact.

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6. Orders, payments and records

Orders must be placed through authorised channels and recorded accurately. Direct sellers must explain applicable prices, charges, delivery, cancellation and refund terms. They must not collect money through unauthorised personal accounts or issue unofficial receipts or promises.

7. Personal information and account security

Personal information must be collected only where necessary for an authorised purpose and handled confidentially. Direct sellers must safeguard account credentials, never ask for another person's password or OTP, and promptly report suspected unauthorised access or disclosure.

8. Responsible team support

A direct seller who supports or guides other sellers should do so responsibly, share only approved information, encourage lawful conduct and avoid pressuring team members to purchase, recruit or make payments.

9. Complaints and cooperation

Customer and seller concerns must be directed to the official support or grievance channel without delay. Direct sellers must cooperate honestly with reasonable enquiries and must not discourage a person from exercising lawful complaint rights.

10. Use of company identity and materials

Company names, trademarks, logos, photographs, website content and promotional materials may be used only as authorised. Direct sellers must not create the impression that unofficial advertisements, statements or offers are approved by TRUSTLEAD.

11. Reporting suspected misconduct

A direct seller should promptly report suspected fraud, misleading promotion, data misuse, unauthorised collections or other serious policy breaches through the official company contact channel, providing relevant facts without spreading unverified allegations.

12. Review and consequences

Reported non-compliance may be reviewed under the applicable agreement, policies and law. Any corrective or disciplinary action must be based on the facts and the process applicable to the circumstances.

Official contact

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Publication review note: Confirm this document against the executed direct-seller agreement, actual company procedures and current legal requirements before publication. This general policy does not replace statutory rights or more specific contractual terms.

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