

Code of Ethics and Rules of Conduct

Introduction

Ds.asort has formulated a Code of Ethics and Rules of Conduct to ensure that all ds.asort Fashion Consultants maintain the highest standards when conducting their ds.asort business. The ds.asort Fashion Consultants Code of Ethics and Rules of Conduct will act as a guiding principle to ensure that fashion consultants behave in a manner that is in line with the internal values and principles of ds.asort .

Each fashion consultant is mandatorily required to adhere to the Code of Ethics and the Rules of Conduct of ds.asort , including to amendments, if any, from time to time,

Termination

If a fashion consultant provides false information on the consultant application form (CAF) or if there is any violation of the Rules and the Code, ds.asort reserves the right to terminate with immediate effect the membership of the concerned ds.asort Fashion Consultant. Once a ds.asort Fashion Consultant has been terminated he or she loses all rights and benefits accompanying ds.asort membership as well as losing their network. In order to ensure that all ds.asort Fashion Consultants maintain similar high standards, ds.asort has formulated these Rules and the Code.

All ds.asort Fashion Consultants are required to comply with the laws, regulations and enactments of the Government even if such laws, regulations and enactments are not explicitly referred to in these Rules and Code of ds.asort .

The Code of Ethics of ds.asort :

Declaration by a ds.asort Fashion Consultant

As a ds.asort Fashion Consultant, I agree to conduct my Business according to the principles Listed below:

1. I will follow the Rules as they are laid out in this official ds.asort Manual and in other ds.asort literature. In addition to compliance with the laws, regulations and enactments I shall also follow the spirit of the enactments as well.
2. As a ds.asort Fashion Consultant, I shall respect everyone I do business with in the same manner in which I expect to be respected.
3. I shall provide information of the ds.asort products, ds.asort business opportunities and the benefits to my customers and prospective fashion consultants in an honest and truthful manner. Whether communicated verbally or in writing, I shall truthfully give presentation related to the ds.asort products and to the business opportunity as it is presented in the official ds.asort literature.
4. When dealing with customers of ds.asort products, I shall be courteous and prompt in servicing and taking orders. I will also handle complaints in a similarly courteous and prompt manner. If customers ask for a replacement of products, I shall handle the replacement procedure as it is outlined in official ds.asort literature.

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5. I shall carry out the various prescribed responsibilities of a ds.asort Fashion Consultant and those of a Franchisee, Baron, Count or those higher up (once I reach such levels of responsibility) as they have been laid out in the official ds.asort literature.
6. I shall conduct myself with only the highest standards of honesty, integrity, and responsibility.
7. I shall not use the ds.asort network to market products not acquired from ds.asort . I shall adhere to the Direct to Consumer method of distribution. I shall not sell ds.asort products in a retail shop without prior approval from ds.asort .
8. I shall abide by the law and the regulations of the country in which I conduct my ds.asort business.
9. As a ds.asort Fashion Consultant, I shall, at all times, work towards enhancing demand for and promotion of sales of ds.asort products.
10. In my capacity as a ds.asort Fashion Consultant, I shall only sell to end users. As a ds.asort Fashion Consultant, I shall ensure the best possible customer experience to my customers. I understand that ds.asort is a direct to consumer company and that the marketing plans of ds.asort and the success of the company depend on fashion consultants personally selling products to customers. For the reasons stated above, I agree to present and sell ds.asort products using only direct to consumer methods and not by using any other method unless specific prior approval from ds.asort .
11. I shall not sell promotional or complimentary material provided by ds.asort .
12. All orders placed by me to ds.asort are subject to acceptance by ds.asort . ds.asort reserves the right to service or not service, an order that is placed by a ds.asort Fashion Consultant.
13. As a fashion consultant, I shall not raise any debt or create an obligation on behalf of ds.asort .
14. As a consultant, I agree to comply with and accept the terms of the Consultant Application Form (CAF) and the ds.asort Success Plan. It is also understood by me that the Success Plan is comprised of an integral part of an agreement and may also be revised from time to time.
15. I agree that ds.asort will neither give any commission nor give benefit of any kind for sponsoring an individual. Each consultant who qualifies under the rules of the ds.asort Success Plan shall be presented with a discount based only on the volume of purchases they make each month from ds.asort .
16. I understand that discounts offered to fashion consultants shall be accorded for and calculated for purchases during a calendar month at the end of each month. ds.asort reserves the right to withhold the trade discount that is payable to a Fashion Consultant in case there is any outstanding balance in his/her group that is in excess of the period beyond the credit period or if ds.asort suspects that payment will not be received against the sales made during a period or for any other reason based on ds.asort 's sole discretion and judgement. ds.asort may additionally forfeit a trade discount at the sole discretion and judgment of ds.asort .
17. In case the amount due to me is less than the amount that ds.asort specifies as the minimum from time to time. In such a case, I authorize ds.asort to credit such a sum towards any future purchase made by me.
18. As a fashion consultant, I am bound to the valuations of all transactions as they are stated in the documents issued by ds.asort at the end of each month or otherwise.
19. As a fashion consultant, I agree to payment through Electronic Clearance Service (ECS) that has been introduced by the RBI. I also agree that if there are any changes in the details of my bank

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account it will be intimated by me to ds.asort in a timely manner. In case the trade discount payment is delayed by factors beyond the control of ds.asort I shall not hold ds.asort responsible.

20. I as a fashion consultant agree to furnish my Permanent Account Number (PAN) as and when the same is requested by ds.asort . I agree to accept a consolidated TDS certificate towards tax deducted at source for the period or year ending on 31st March, every year. As a Fashion consultant, I also authorize ds.asort to deduct TDS as per the Income Tax Act. I further agree that ds.asort may deduct and tax at a higher rate, as may be applicable from time to time, in case I have not provided a PAN card.
21. As a consultant, I shall inform the terms, conditions, rules, regulations and code of ethics of ds.asort to a new consultant who has been introduced to me and I will ensure that the new consultant has understood the same.
22. I as a consultant agree to receive commercial communications from ds.asort by email and/or text message on my registered email Id and/or mobile number
23. I confirm that I will personally update and inform all those who I introduce to the ds.asort business, about ds.asort 's business activities, policies and compensation plans as they have been provided in the Success Plan and will ensure that such persons agree to these as the basis of joining ds.asort as fashion consultant.
24. I further confirm that as a ds.asort Fashion Consultant, I cannot charge any training fees from individuals sponsored by me.

The Definitions of the Terms Used in Sections Below

- A. For the purposes of this document, a ds.asort Fashion Consultant includes any fashion consultant irrespective of whether such an individual has successfully reached higher levels such as Franchisee, Baron or above.
- B. A Personal Home Page (PHP) shall refer to a website that has been designed issued and hosted by ds.asort for the benefit of a ds.asort Fashion Consultant.
- C. In this document, ds.asort refers to the ds.asort entity with which fashion consultants have registered.
- D. The Line of Sponsorship refers to the ds.asort Fashion Consultant and his or her sponsor and so on. The Line of Sponsorship ends with ds.asort
- E. "The ds.asort Literature" means the Success Plan, The Consultant Manual, Codes and Rules, CAF, The Product Catalogues, The ds.asort Brochure, The ds.asort Starter Kit Literature, the Newsletter or any other information printed or published on the official ds.asort website.
- F. "Sponsor" shall refer to the person introducing a new person to ds.asort whom may or may not eventually work as a fashion consultant with ds.asort .

How to Obtain Memberships with ds.asort ?

1. To become a ds.asort Fashion Consultant a candidate should be sponsored by an existing ds.asort Fashion Consultant.
2. An individual is allowed only one ds.asort membership
3. ds.asort reserves the right to refuse to grant membership to any individual without assigning any reason

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4. A ds.asort member must be of the legal age of 18 years to become a ds.asort Fashion Consultant
5. Membership will only be granted to individuals.
6. Former ds.asort Fashion Consultants may apply for a new membership after one year from the time they surrendered their membership.
 - The new membership must state that the applicant was previously a ds.asort Fashion Consultant.
 - A ds.asort Fashion Consultant may immediately apply to become a consultant again without mentioning that he or she had been a member earlier in case he or she has been inactive for 24 months following termination of membership.
7. Ds.asort reserves the right to suspend the membership of any fashion consultant for up to a period of 12 months or indefinitely with immediate effect if it is found that the member has been in violation of ds.asort rules.

The Details of Maintaining Lines of Sponsorship

1. Ds.asort Fashion Consultants are not allowed to re-register under a different line of sponsorship. However, if a fashion consultant has violated company rules, all of their accounts pertaining to ds.asort shall be frozen.
2. Ds.asort Fashion Consultants who wish to transfer their membership are allowed to do once to an immediate family member and once to an individual who is not an immediate family member. When membership is being transferred to a family member, the consultant is required to furnish proof that the prospective fashion consultant is a member of his or her immediate family. Fashion consultants who are Marcus and above may only transfer their membership once and only to a family member. Transfer of membership in case of death of a Fashion consultant shall be allowed but at the sole discretion of ds.asort .
3. In case fashion consultants wish to transfer their membership a letter requesting such a transfer must be sent to ds.asort . Ds.asort Fashion Consultants who have transferred their membership may reapply for a new membership after one year has elapsed from the time they transferred their membership.

Responsibilities of a Fashion Consultant

1. Ds.asort Fashion Consultants shall not use the ds.asort network to market products that are not acquired from ds.asort .
2. A ds.asort Fashion Consultant shall not solicit fashion consultants from the network of another ds.asort Fashion Consultant.
3. Ds.asort Fashion Consultants do not have any relationship of employment with ds.asort . When such fashion consultants present the ds.asort business opportunity to others they must state the nature of their relationship with ds.asort . Fashion consultants must state the independent character of their business and make known the fact that no employment with ds.asort exists.
4. A ds.asort Fashion Consultant has no authority to bind or assume an obligation on behalf of ds.asort . Fashion Consultants shall indemnify ds.asort with respect to costs or damages brought about by noncompliance to rules.

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5. Ds.asort does not impose any conditions for minimum purchases, whether in quantities or in value, on its fashion consultants. Similarly, a ds.asort Fashion Consultant shall not compel or force others to order through him/her or order any minimum quantities or maintain a stock of products.
6. All ds.asort Fashion Consultants may order any quantity of goods directly from ds.asort , but handling and courier fees may vary depending on the size of the order. It is up to the individual ds.asort Fashion Consultant's judgment to determine if he/she should keep any stock. Fashion consultants shall buy products depending upon their consumption requirements or selling pattern and in such quantity or of such value that can be foreseen to be sold to consumers or consumed within a reasonable period of time.
7. A ds.asort Fashion Consultant may not place orders in the name of another ds.asort Fashion Consultant. The ds.asort Fashion Consultants shall comply with all laws, rules & regulations and codes of ethics applying to the operation of their membership, including any tax laws and regulations regarding tax registration, payment of GST and filing of income tax. ds.asort Fashion Consultants shall not engage in any activity which may bring either them or ds.asort into disrepute.
8. From the initial contact with a prospective consumer, the ds.asort Fashion Consultant shall identify herself/himself and explain the purpose of her/his approaching a prospective customer or the purpose of the occasion. The ds.asort Fashion Consultant shall ensure full transparency of her/his identity as a ds.asort Fashion Consultant in any related communication, whether by email, a website, social media page etc. The fashion consultant must present his name and his contact information as well provide information that the sender is not a ds.asort official representative. The word "Independent" shall always be added before " ds.asort Fashion Consultant" on any identity representations such as e-mail signatures, business cards, a website, a social media page and the like.
9. The information which a ds.asort Fashion Consultant provides the consumer shall be provided in a clear and comprehensible manner with due regard to the principles of good faith in commercial transactions and in the principles governing the protection of minors who are unable to give their consent.
10. The ds.asort Fashion Consultant shall not abuse the trust of individual consumers, shall respect the lack of commercial experience of consumers, if any, and shall not exploit a consumer's age, illness, mental or physical infirmity, credulity, lack of understanding or lack of an understanding of language.
11. When a customer requests the satisfaction guarantee to be honored, the fashion consultant shall, if within the locally applicable return period, offer the customer the choice of a full refund of the purchase price or full credit for exchange with the same or another ds.asort product as per Guarantee of Excellence Claims Policy and Terms of CAF.
12. The ds.asort Fashion Consultant shall discontinue a demonstration or sales presentation on the request of the consumer. If the fashion consultant has given a presentation to a prospect fairly it is possible that the prospect shall willingly wish to commence a relationship with the ds.asort Fashion Consultant in the future.
13. The Consultant must also take appropriate steps to ensure the protection of private information provided by actual or prospective consumers. The ds.asort Fashion Consultant must ensure that personal telephone or electronic contact is made in a reasonable manner and during reasonable hours to avoid intrusiveness.

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14. A ds.asort Fashion Consultant may not be involved in interviews regarding, or referring to ds.asort with any media, whether by television, internet, radio, magazines etc. Nor may they utilize any advertising media (including viral advertising as SMS, internet etc.) for the purposes of marketing of their ds.asort business without ds.asort 's prior written consent.
15. The ds.asort Fashion Consultants shall not be involved in social media dialogues which misrepresent or give incorrect or misleading information about ds.asort , its products or services, or which may lead ds.asort to suffer a loss of reputation. The do's and don'ts of social media are provided under the Consultant Online Policy section.
16. The ds.asort Fashion Consultants shall not use misleading, deceptive and/or unfair trade practices including but not limited to unfair recruiting practices, misrepresentation of actual or potential sales or earnings, exaggerating the business opportunity, and overstating advantages of direct selling to any prospective direct seller when interacting with prospective direct sellers.
17. The ds.asort Fashion Consultants shall not present as fact, representations to a prospective direct seller that cannot be verified or make promises that cannot be fulfilled.
18. The ds.asort Fashion Consultants shall not knowingly make, omit, engage, or cause, or permit to be made, any representation relating to the direct selling operation, including the compensation system and the agreement between ds.asort and himself or herself that is false and/or misleading.
19. The ds.asort Fashion Consultant shall not demand or encourage direct sellers recruited by the first mentioned direct seller to purchase ds.asort products in unreasonably large amounts.
20. The ds.asort Fashion Consultant shall not provide any ds.asort Literature and/or not provide collateral issued by ds.asort , to a prospective and/or existing direct seller or float any venture that has not been approved by ds.asort .

Additional Rules and Policies Fashion Consultants Must Follow

1. There are no exclusive territories or franchises (With the term "Franchises" used here not pertaining to the ds.asort rank of the same name) available under the ds.asort policy. No ds.asort Fashion Consultant has the authority to grant, sell, assign or transfer such a territory or franchise (With the term "Franchises" used here not pertaining to the ds.asort rank of the same name). Every ds.asort Fashion Consultant is free to conduct his/her business in any area of the country.
2. The ds.asort Fashion Consultant must respect that ds.asort operates only in one market, and not in all countries worldwide. ds.asort strictly observes its obligations related to product safety, product registration, and other rules that may apply to trade in India. Ds.asort bears no responsibility for any damage, disputes or claims arising from or related to cross-border trade conducted by ds.asort Fashion Consultants in any country outside the market in which ds.asort operates. Thus ds.asort will hold the ds.asort Fashion Consultant fully liable for such actions.
3. A ds.asort Fashion Consultant is independent of ds.asort . The only title which may be used on business cards, other printed materials or in email communication is "Independent Fashion Consultant" or " ds.asort Independent Fashion Consultant".
4. Promotional materials, ds.asort's Fashion Consultant's Personal Home Pages and any social media applications, e.g. on Facebook, provided by ds.asort can be used as specified without further approval. It is understood that the ds.asort Fashion Consultants cannot register or host a website or homepage with the domain name that includes the word " ds.asort ". The ds.asort Fashion Consultants can drive traffic to official ds.asort websites, blogs, walls and the like. ds.asort reserves

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the right to pre-approve the material that will be published. The policy for the online presence of ds.asort Fashion Consultants is further described in the Consultant Online Policy.

5. Ds.asort trademarks, logos, and names are the property of ds.asort and shall not be used by a ds.asort Fashion Consultant as printed materials nor may they be published on the Internet without prior written consent from ds.asort . If such consent is obtained, trademarks and logos must be used exactly as stated in the ds.asort guidelines.
6. No ds.asort Fashion Consultant may produce or procure from any source other than from ds.asort any item upon which the trademarks or logos are printed or displayed unless specific prior permission is obtained from ds.asort .
7. All ds.asort printed material, videos, photographs, designs are protected by copyright and should not be reproduced in whole or in part by anyone, either in printed materials or published on the Internet or any other medium, without prior written approval from ds.asort . When copyrighted material is legitimately used it is mandatory that reference to the ds.asort copyright is made in a visible and unambiguous way.
8. No ds.asort Fashion Consultant shall sell to, sell in, demonstrate or display ds.asort products in any retail outlet, without prior written approval from ds.asort .
9. The contents of the ds.asort websites such as text, graphics, photographs, designs, and programming are copyright protected and may not be utilized for any commercial use without prior written approval from ds.asort .
10. Spamming (the abuse of electronic messaging systems to indiscriminately send unsolicited bulk messages) is strictly prohibited. A ds.asort Fashion Consultant is advised to limit the number of promotional emails sent to end-customers so as not to cause disturbance to the receiver. It is re-iterated that such messages, if any, cannot be sent on behalf of ds.asort and therefore full responsibility for the contents lies with the consultant.
11. Under no circumstances is any person authorized to repackage or alter the packaging or labeling of the ds.asort products. ds.asort products are only to be sold in their original packaging.
12. Ds.asort reserves the right to deduct, at any time, any overdue invoices from any Performance Discount or Bonus due for payment to the ds.asort Fashion Consultant
13. Ds.asort has the right to change its prices and its range without prior notice. ds.asort will not give a performance discount, bonus or any other compensation for any losses suffered due to a change in price, a change in the range, or if products are out of stock.
14. Upon termination of a fashion consultant's relationship with ds.asort , ds.asort agrees to repurchase products from the fashion consultant, except if the agreed upon terms have been violated. All of the following conditions must be met for ds.asort to grant a refund:
 - Returns must be made within 1 month from the date of purchase
 - Products will be refunded at 90% of the original net price paid after deduction of any performance discount or bonus paid to the network
 - Items returned must be currently marketable ds.asort inventory

For the purposes of this clause, currently, marketable ds.asort inventory means any products that:

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- have not been used, opened or tampered with in any way
- are still marketed by ds.asort on its website

15. If a ds.asort Fashion Consultant is in any way is involved, legally or otherwise, in any dispute or activity that may involve or negatively affect ds.asort or its reputation, such as ds.asort Fashion Consultant should immediately inform ds.asort .
16. Ds.asort reserves the right to expand or revise the ds.asort Success Plan, qualification criteria, or the Code and Rules at its sole discretion.

Rights and Responsibilities of those at Higher Levels

In addition to the general rules above, which apply to all ds.asort Fashion Consultants, the following rules apply specifically to those who are higher up, such as Marcus, in the ds.asort distributors hierarchy.

Violation of any of these special rules will result in immediate loss of status and of any underlying privileges - including any related compensation and benefits - and may even result in termination of ds.asort membership.

1. As a high ranking Marcus working with ds.asort , you not represent or be a member of any other direct selling company
2. The spouse of a Marcus who is also a representative or member of any other direct selling company is not allowed to participate in any ds.asort meeting or event. The activities of such a spouse must be kept separate from the Marcus's activities related to ds.asort . Those of the designation of Marcus and above working with ds.asort are required to intimate ds.asort in case his/her spouse is a representative of any other direct selling company.
3. In the event of the death of a Marcus, or of someone above this designation, a ds.asort membership may be inherited by his/her next of kin in accordance with the law in India. A written claim for membership from the deceased persons next of kin is required to be made within three months of the deceased person's death. In the absence of such a claim, the membership will be terminated. The legal beneficiary of the membership must agree to comply with the terms and conditions of being a ds.asort Fashion Consultant.
4. Individuals who are Marcus or above must agree to comply with any additional rules or instructions which are communicated from time to time by ds.asort .

Complaint Handling Procedure

Ds.asort has a dynamic system for handling any complaints and for which ds.asort has established a Grievance Redressal Committee. All complaints that are related to ds.asort products should be directed to ds.asort Customer Services. Ds.asort has a redressal mechanism for handling complaints that are related to breach of terms, rules, and code. Such complaints are handled by a Code of Ethics Committee that is headed by designated officers of the company.

Communication Guidelines for Fashion Consultants

When approaching a Customer or a Potential Prospective Fashion Consultant: **Ensure the Following:**

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- Truthfully identify yourself and explain the purpose of your solicitation, the identity of ds.asort , and the nature of ds.asort products.
- Answer all questions truthfully and in a fair and understandable manner.
- Refer your contact to visit the ds.asort website where he or she may read more about the products and specifically draw your customer or potential to the ds.asort complaint handling procedures.
- Offer ds.asort customers a complete explanation and demonstration of ds.asort fashionwear, share the accurate price list of products, a correct explanation of the terms of payment, and an accurate explanation of the terms of guarantee as well.
- Respect the privacy and other personal constraints an individual may be under (e.g. time, place, physical condition)
- While giving a presentation, a prospective customer may ask you to discontinue and you should respect their actions and do so. Keep in mind that many such prospective customers may change their mind in the future and ask to learn more about the business opportunity you had tried to present.
- Inform every customer about his or her right to return a product and their right to receive a refund.
- At the time of sale, provide the following Information
 - Your name, address, enrollment number or registration numbers, proof of identity and telephone number of ds.asort and details about ds.asort .
 - You must provide a description of the goods and services to be supplied.
 - You must explain about the company's returns policy to the customer in detail before any transaction and also explain to the customer about the product's warranty and about the replacement procedure in case a product is found to be defective.
 - A customer must be provided with the date the order was placed, the expected date of delivery, the total amount the customer must pay, and the bill and receipt.
 - Customers must be provided with information about their right to cancel an order and their right to return a product that is in a saleable condition. They must also be provided with information about how they may avail a full refund on the sum of money they have paid should they decide to return a product.
 - Details about the complaint redressal mechanism must be provided to a new customer.

You must always feel free to remind your customers that ds.asort is a reputable direct selling company that focuses on innovative fashion products. ds.asort offers customers quality products and with an opportunity to build a business. The ds.asort business opportunity provides an independent, flexible and fun way to improve one's financial position while enhancing one's abilities and gaining greater self-esteem.

When Approaching a Customer/Potential Prospective ds.asort Member **Do Not:**

- Push a customer to buy or join. You must understand that it's Ok if a customer does not wish to buy a product or take advantage of the business opportunity presented. If you have made an

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- impression of professionalism and have treated them fairly they may still be interested at a later date.
- Overstate the features of the product. You must fairly and honestly present your experience using a product. You should refer to the product as it is displayed online or in a ds.asort brochure or to other information that has been provided by ds.asort when explaining the business opportunity to a potential member.
- Overstate any Facts About
 - The characteristics of ds.asort products
 - The Income opportunity ds.asort offers (in terms of the time that needs to be devoted or the ease with which higher levels may be reached. You must not exaggerate the earning potential from the sale of ds.asort products. Remember, Success with ds.asort depends upon the time and effort one is willing to put into the business)
 - Do not overstate the success you attained since you began working with ds.asort
- Lie, be aggressive, or intrusive and disrespectful
- Hesitate to let your contact know if you do not have the answer to his or her question. In such a situation you must contact the ds.asort Sales Support Team and learn the correct answer to the prospect's question. Once you know the answer, you should intimate the correct answer to the prospective.
- Use improperly or without consent the personal data from customers, other ds.asort Fashion Consultants, or potential ds.asort members.

What Actions Fashion Consultants May Carry Out Online

1. Background

This policy serves to clarify how ds.asort consultants can shape their presence on the internet without interfering with the ds.asort brand building activities or by breaching copyright related laws, rules, and agreements.

2. General

Ds.asort offers its fashion consultants the possibility to create Consultant Personal Homepages (PHP) and offers other centrally provided tools to sell and promote ds.asort products and business opportunities on the internet. The applications mentioned are the only approved digital tools by which a fashion consultant can offer products for sale or for display. The applications mentioned are also the only approved digital tool on which fashion consultants may display logo types that are rightfully owned by ds.asort .

Fashion consultants are allowed to host websites on which they discuss ds.asort , its products, and its business opportunity as long as it is clearly stated that the sites on which such actions are performed are not official ds.asort sites. At all times it must be transparent on such sites who is the host of the website and relevant contact information must be visible on such sites as well.

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The fashion consultant who is host of such a website must communicate in his or her own words and should only quote ds.asort texts by referring clearly to the source from the official ds.asort site or materials.

A fashion consultant should not build an e-commerce site on which ds.asort products are sold. Fashion consultants should also not conduct e-commerce outside the ds.asort approved applications.

3. Domain Name

Consultants are prohibited from registering domain names that contain the word ds.asort . A fashion consultant should also not register a social media page with a name and image that may mislead a consumer to believe that the page is an official ds.asort page or group.

- A social media group name and image should clearly state that it is operated by an individual, e.g. “Rahul ds.asort Team” and must display “Rahul’s” own image.
- A social media page shall not be named e.g. “ ds.asort Chandigarh” and the like, with an official ds.asort Logo, or ds.asort images.

4. Disclaimer

Fashion consultants who host their own websites on which they refer to themselves as a part of ds.asort should ensure that they publish on their website that they are either an

- a) Independent Fashion Sales Consultants for ds.asort
- b) Independent ds.asort Fashion Consultants

Such information should be published clearly at the inception of the web page as well as in a disclaimer that is visible on all the pages of the website. The fashion consultant's name and contact information should be visible on the website or in the account information section in the case of a social media page.

5. Content and Reference to ds.asort

It is forbidden for a fashion consultant to copy content and other materials from the official ds.asort website and to publish it under his or her own name. However, if a fashion consultant links official ds.asort content to his or her own site this should be stated clearly on the fashion consultant's site.

6. Images

A fashion consultant should not use images from an official ds.asort site and publish the same on his or her own site. All images on the official ds.asort sites are copyright protected and ds.asort has acquired the rights to use such images. Such acquired rights do not extend to ds.asort fashion consultants.

However:

- Moving images or videos may be used through a sharing function if and when such a function is available. The sharing function provides an automatic reference to the source site.
- Images of models or persons. May also be used through a sharing function if and when such a sharing function is made available. The sharing function provides an automatic reference to the source site.

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- Images of ds.asort products may be used with or without a sharing function as long as the source site is mentioned in a visible and unambiguous way.

Claims or disputes from a third party relating to operation of such websites by ds.asort fashion consultant, if any, addressed to ds.asort shall be transferred to the ds.asort fashion consultant.

7. The ds.asort Logo

The ds.asort logo may be used in the formats as it is found on official ds.asort websites. It is prohibited to alter or animate the logo and it can only be used in the footer or header of a page or in Email signatures but only in its original format.

8. Social Media Sharing

Ds.asort encourages its fashion consultants to have an online presence on blogs and social media sites. Fashion consultants are encouraged to write on blogs and to leave comments on ds.asort products wherever appropriate, however, they must adhere to the Code of Ethics mentioned in The ds.asort Code of Ethics section. ds.asort encourages fashion consultants to use the sharing functions as and when they are provided by ds.asort in order to accurately secure and display information.

9. Search Engine Marketing

Fashion consultants may conduct search engine marketing such as Google Ad words if the following ds.asort rules of online presence are followed:

- The advertisement must clearly indicate that it is created by an independent fashion consultant
- The heading should not give the impression that it is an official or in any way endorsed ds.asort advertisement.
- It is prohibited to use the word ds.asort as a keyword for such an advertisement.

Fashion consultants should take into consideration that each buyer of Ad Words is solely responsible for any infringement against the owner of any other brand.