



### **Treating one another with respect**

As Lyconet Marketers...

- We are the public face of Lyonesse/Lyconet and are committed to always treating each another with respect and value.
- We do not focus on what is in our own best interests and always adhere to both the terms and conditions that apply to our membership and any statutory requirements so as not to damage the Lyonesse/Lyconet brand image.
- We do not let others believe that our own political, religious or philosophical convictions are those of Lyonesse/Lyconet.  
We do not discredit the support or work undertaken by other Marketers.

### **Comprehensive explanation of services and products (Discount Vouchers)**

As Lyconet Marketers...

- We always carefully and correctly clarify the business opportunities presented by Lyonesse/Lyconet when talking to potential new customers or Marketers.
- We point out that one is not obliged to purchase services or products such as the Starter Packs or Discount Vouchers in order to become a Lyconet Marketer.
- We use the documents provided by Lyconet to outline the benefits and possibilities for using Discount Vouchers. We never give the impression that Discount Vouchers are some form of investment.
- We never try to convince someone to purchase Discount Vouchers.
- We are obliged to explain how Re-Cash and the redemption of Discount Vouchers work.
- We point out that Discount Vouchers cannot be returned, as is specified in the Additional Agreement for Discount Vouchers.

### **Adherence to rules concerning public image**

As Lyconet Marketers...

- We do not give the impression that we are employed by Lyonesse/Lyconet or any of its affiliated companies.
- We do not hold introductory meetings or negotiations with retail chains (with more than 2 branches or over 20 employees). Should we establish contact with a large retail company, we inform our local office straight away.
- We never recommend or promote memberships or products offered by other network marketing companies either in face-to-face meetings or on social media.

## **Use of approved communication materials**

As Lyconet Marketers...

- We only ever use the communication materials approved by Lyconet and in the version published on [www.lyconet.com](http://www.lyconet.com). Before using any materials, we verify whether the materials match the version currently available on the website.
- We never use corporate logos belonging to Lyoness/Lyconet or any of its affiliated companies or brands, such as myWorld, Cashback Solutions, Cashback World, Child & Family Foundation or Greenfinity Foundation, either on print material or online.
- We never use corporate logos belonging to Loyalty Merchants or White Label Cooperation Partners, such as MotoGP™, Legia Warszawa, Jokerit Helsinki or Vardar Skopje, either on print material or online. This applies to both print material and online material.

## **Protection of personal data and confidentiality**

As Lyconet Marketers...

- We are responsible for our own personal access data and are obliged to treat it as confidential.
- We never use personal data or access data belonging to another Marketer, Member or Loyalty Merchant.
- We are obliged to observe the confidentiality of any Lyconet trade secrets.

## **Compliance with directives**

As Lyconet Marketers...

We are obliged to comply with the regulations and directives that form the basis of our contractual relationship and shall inform Lyconet immediately if we become aware of possible breaches of contract by other Marketers.