



## **SISEL INTERNATIONAL INTERNET WEBSITE POLICIES**

SISEL allows Distributors to advertise on the internet on their own personal websites, provided they comply with all related policies. All use, including internet use, of SISEL trademarks, logos, or other intellectual property must comply with SISEL policies and must be approved by SISEL prior to use.

Distributor websites may not be published on the internet prior to receiving approval from the SISEL Compliance Department. Once a website has been approved by SISEL, any alteration of the site or its contents without prior written approval from SISEL may, at SISEL's discretion, result in suspension or termination of that Distributor. The use of any material that, in SISEL's sole discretion, is deemed to be pornographic, discriminatory, or otherwise offensive is strictly prohibited and will subject the Distributor to immediate termination. Links from a web page containing information concerning SISEL or its products to a page containing such inappropriate information will also subject the Distributor to immediate termination. In order to approve a Distributor website, SISEL requires an electronic copy including all sourced HTML and supporting assets. Electronic copies must be submitted on CD or DVD. No email copies will be accepted.

Please note: A fee of \$1,000 is charged annually for your website.

SISEL's website policies include the following:

### **1. Distinction Between Independent Distributor Website and SISEL Corporate Website**

- 1.1 The website must have a header and footer on each page with the words "Independent Distributor" prominently displayed.
- 1.2 Distributor's personal website may not be an exact copy of SISEL's International Company website and must be visually distinguishable.

### **2. SISEL Trademarks and Business Documents**

- 2.1 The website must have a header and footer on each page with the sentence "SISEL<sup>TM</sup>, FuCoyDon<sup>TM</sup>, FuCoyDon UFG<sup>TM</sup>, SupraMaxx<sup>TM</sup>, and Spectra AO<sup>TM</sup> are trademarks of SISEL International, LLC and/or its affiliates." (Distributors need to reference only those trademarks that actually appear on the site). The site

only needs to reference the first time that a trademarked term is used on each page.

- 2.2 All use of trademarks, in any form, in internet web site URL's and domain names is prohibited without the prior written consent of SISEL. This includes but is not limited to the SISEL trademarks such as SISEL™, FuCoyDon™, FuCoyDon UFG™, SupraMaxx™, and Spectra AO™, either individually or in combination with other words. Distributors may not use SISEL trademarks, trade names, logos, or copyrighted material without the prior written consent of SISEL.
- 2.3 All use of trademarks, in any form, in buried codes and metatags, is prohibited without the prior written consent of SISEL, as with all other trademark usage.
- 2.4 The website may not contain PDF forms of SISEL business documents. Distributors may view and print SISEL business documents from the company's official website.

### **3. Verbiage and Claims**

- 3.1 The website may not claim to be an “official” or “approved” site.
- 3.2 When using the name SISEL in text, always capitalize the letters. SISEL is written with all capital letters because our name is an acronym—each letter stands for one of the principles our company is founded upon: **Science, Innovation, Success, Energy, Longevity**. Individual Distributor websites should follow this style.
- 3.3 Buried codes and metatags may not make any explicit or implicit medical claims or use words that refer to illness or diseases.
- 3.4 The website must comply with SISEL's Nondisparagement policy. This includes, but is not limited to, claims that may indirectly disparage other Distributors, such as “only legitimate” or “only certified” Distributor.

### **4 Operations of an Independent Distributor Website**

- 4.1 Distributors may not sell SISEL products on internet sites, including but not limited to online malls, online auctions, online stores, or virtual shopping sites. Such sites are considered to be retail or service establishments by SISEL, based on the Commercial Outlets policy. Personal Distributor websites are not considered retail or service establishments when the sites are privately owned by SISEL Distributors and when the products sold on the sites are limited to the personal products of the website owner.

### **5 Links**

- 5.1 Distributor websites may link a page about SISEL products to a home page which contains multiple products for sale or advertisement. Both the SISEL product page and the home page must comply with SISEL's advertising policies and must be approved by SISEL. The SISEL product page itself must advertise only SISEL products and not link to any of the other products. SISEL reserves the right to deny sites that portray SISEL products in a comparatively unfavorable way. SISEL also reserves the right to deny approval of placing SISEL products on a home page with products or services of a questionable or offensive nature.
- 5.2 Distributor websites may not be linked to any website that SISEL deems to be of questionable or offensive nature. Also, the Distributor website may not link to sites that contain curative or income claims in connection with SISEL trademarks.
- 5.3 Distributor websites must link to the company's website at [www.siselinternational.com](http://www.siselinternational.com) and may link to other sites that have been approved by the SISEL Compliance Department.
- 5.4 Distributor websites may link to other sites that contain legitimate scientific research. When linking to such sites, an intermediate disclaimer page must be included. This page must be between the personal sites' home page and the third-party research website and be free of everything but the disclaimer. The disclaimer should read:

“The site linked hereby is not endorsed nor operated by SISEL. The information and views expressed therein are solely those of the owner of that site and do not constitute ‘advertising’ of SISEL products. If you have read and understood this disclaimer, click below to continue.”

Once the “continue” button is clicked, the user would be directed to the third-party website. The third-party website must be on a separate website domain, and not have a reciprocal link back to the Distributor's website.

These Policies apply to Distributor websites, internet ads, Distributor posts to blogs, guest books, and forums.