

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

As Lyconet Marketers...

- We are the public face of Lyconet and are committed always to treat each other with respect.
- We do not focus on our own best interests; we always adhere to the terms and conditions of our membership and any legal requirements in order not to damage the Lyconet brand.
- We do not let others believe that our own political, religious or philosophical convictions are those of Lyconet.
- We do not discredit the support or work undertaken by other Marketers.

### **Comprehensive explanation of services and products (such as Campaign & Reseller Packs or Loyalty Program Reseller)**

As Lyconet Marketers...

- We always describe carefully and correctly the business opportunities presented by Lyconet when talking to potential Marketers.
- We always point out that to become a Lyconet Marketer no one is obliged to purchase services or products such as the Loyalty Program Reseller or Campaign & Reseller Packs.
- We always use the documents provided by Lyconet to illustrate the benefits of using the Campaign & Reseller Packs. We never give the impression that the mVoucher in the Campaign & Reseller Pack represents some form of investment.
- We never try to persuade someone to purchase a Campaign & Reseller Pack or Loyalty Program Reseller
- We are obliged to explain how Re-Cash and the redemption of an mVoucher work.
- We always point out that the refund of a Campaign & Reseller Pack or Loyalty Program Reseller is only possible according to the Additional Terms and Conditions for Purchasing Campaign & Reseller Packs or the Terms of Use for the Loyalty Programs.

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

As Lyconet Marketers...

- We do not give the impression that we are employed by Lyconet or any of its affiliated companies.
- We do not hold introductory meetings or negotiations with retail chains (with more than 10 branches or over 100 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 Lyconet or any of its affiliated companies or brands, such as myWorld, 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, Vardar Skopje and others, either in print or online.

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

As Lyconet Marketers...

- We are responsible for our own personal login data and are obliged to treat it as confidential.
- We never use personal data or login 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.