

# **AMAZON HERB COMPANY Web Media Policy**

-Addendum to Amazon Herb Company Guiding Standards to replace Sections 15 - 18

## **1. General Marketing Policies**

### **1.1 Adherence to the AHC Marketing Plan**

As an Amazon Herb Company (“AHC”) Associate, you are obligated to market and promote your AHC business only as set forth in official AHC literature and in a manner consistent with AHC policies. You may not offer the AHC opportunity through, or in conjunction with, any other system, program or offering. In all cases, AHC will have sole discretion to determine what constitutes a competing system, program or offering.

### **1.2 Ethical Behavior**

It is your responsibility to safeguard and promote the good reputation of the AHC brand; to ensure that your marketing efforts contribute to the public interest; and to avoid discourteous, deceptive, misleading, unethical or immoral conduct or practices.

### **1.3 Independent AHC Associate Logo / Identity**

If you use an AHC logo in any communication, you must use the Independent Associate version of the AHC logo which are available through the business suite. Using any other AHC logo is not permitted.

### **1.4 Trademarks and Copyrights**

You may not use AHC trade names, trademarks, designs, images or symbols without prior written permission, except as outlined in this section. Video or audio recordings of company events, training and/or speeches are also copyrighted, and may not be distributed without written permission.

The name “Amazon Herb Company” is a trademark of AHC, is of great value to the Company, and is supplied to you for your use only in an authorized manner. Use of the AHC name on any

item not produced or authorized by the Company is prohibited. As an Associate you may use the AHC name in the following manner:

Associate's Name, Independent Associate  
Amazon Herb Company

*Examples:*

Alice Smith  
Independent Associate  
Amazon Herb Company

Beth Thomas, Independent Associate  
Amazon Herb Company

You are to use the phrase *Amazon Herb Company Independent Associate* in your phone greeting or on your answering machine to clearly separate your independent AHC business from AHC.

You may not use Amazon Herb Company in a domain name or e-mail address. For example you may not use amazonherbcompanyfan.com nor may you create an email address such as AHCsales@hotmail.com.

There are numerous words, images, phrases, taglines, and/or ideas developed or coined within the AHC community, and used by Associates to promote AHC, their AHC business, or their AHC team. No Associate can claim the exclusive right to use such words, images, phrases, taglines, or ideas that are in the AHC *community domain* for use by all AHC Associates. Therefore, you are not allowed to claim ownership of any such words, images, phrases, taglines, names or phrases, and you agree that you will not seek to register any such words, images, phrases, taglines, names or phrases as a trademark, copyright, or domain name. If you do, you agree to assign any such trademark application or registration, or copyright or domain registration to AHC upon demand. In addition, AHC may elect to take disciplinary action against you as provided in herein. By entering into the Associate Agreement and/or renewing your Associate Agreement, you hereby assign any rights that you may have to or in any such intellectual property to AHC and you further agree that AHC may, at its discretion, seek to register any such words, images, phrases, taglines, names or phrases as trademarks, copyrights, or domain names, as the case may be.

#### **1.4.1 Limited License**

Where indicated for use throughout these policies, AHC grants a limited and exclusive license to active independent associates who are in compliance with AHC policies and guiding standards.

The limited license does not grant or convey any rights or ownership, and is granted only so long as these policies remain in effect; AHC reserves the right to withdraw or modify at any time the limited license granted herein.

### **1.5 Advertising Templates and Approval**

You may only advertise or promote your AHC business using approved tools, templates or images acquired through AHC. No approval is necessary to use these approved tools. Refer to your business suite for guidelines and to access the approved materials.

### **1.6 False or Exaggerated Product Claims**

Associates may not make claims about the therapeutic or curative properties of any products offered by AHC, except those contained in official AHC literature. Not only would these claims violate AHC Policies, they would likely violate federal and state laws.

### **1.7 Media and Media Inquiries as an Independent Associate**

If a member of the press or media contacts you about your AHC business (in your role as an independent associate), you must identify yourself as an independent associate and state that you are speaking on behalf of your own home-based business and not as an official spokesperson for AHC.

Any press releases or interviews given about your independent AHC business may include information such as a rank promotion, a local business activity, your involvement in efforts to contribute to your community and/or chosen causes. In all cases, the information must be truthful, ethical, and aligned in every way with the values embraced by Amazon Herb Company. You may provide AHC literature that has been approved and is current at the time of submission.

#### **1.7.1 Media and Media Inquires Inquiries About Amazon Herb Company**

In the course of an interview or submission regarding your own independent AHC business a media representative inquires about AHC, or if a member of the press or media contacts you about AHC, you must direct them to official AHC literature, to the AHC website, and/or directly

to the AHC home office by phone or at [mediarelations@amazonherb.net](mailto:mediarelations@amazonherb.net) before you respond or disclose any information other than the official, approved information available through AHC.

You are not permitted to contact the media or distribute any form of press release or give any interview that discusses, explains or expounds on AHC or information that is published by AHC, its products, or the opportunity unless you have received prior written approval from AHC.

### **1.8 Associate Release**

By entering into the Associate Agreement, you authorize AHC to use your name, testimonials, and/or likeness in AHC advertising or promotional materials with no remuneration. Additionally, you consent to and authorize the use and reproduction of any and all photographs taken by or supplied to AHC, and further consent to the use and reproduction of any quotes, testimonials, stories, conversations on social networking media and/or the [zamuforum.com](http://zamuforum.com) for any print or electronic publicity, marketing or promotional purposes, without remuneration.

## **2. Non-Internet Advertising, Marketing and Promotion**

### **2.1 Print Advertisements, Personal Promotional Materials and Sales Tools**

Print advertising, personal promotional materials and sales tools must utilize AHC-approved templates/images or be acquired from AHC. You may access your business suite for guidelines and to access the approved images. If you wish to distribute AHC-approved personal promotional materials (flyers, brochures etc.) at a business, public or government facility (schools, libraries, etc.) you must first obtain permission from the business owner or senior-ranking office manager or administrator.

### **2.2 Unsolicited Faxes**

You are not permitted to use or send unsolicited faxes (to people you do not know who have not asked you to send them information) to market AHC products or the AHC opportunity.

## **2.3 Telemarketing**

You are not permitted to utilize telemarketing or to make 'cold calls' to market AHC products or the AHC opportunity, as there are Federal and State laws against telemarketing. You agree to comply with the Federal "Do Not Call" list requirements.

## **3. Online Advertising, Marketing and Promotion**

It is your obligation to ensure your online marketing activities are truthful, are not deceptive and do not mislead customers or potential Associates in any way. Websites and web promotion activities and tactics that mislead or are deceptive, regardless of intent, will not be allowed. This may include representation in any manner that you are the Amazon Herb Company, spam linking (or blog spam), unethical search engine optimization (SEO) tactics, misleading click-through ads (i.e., having the display URL of a PPC campaign appear to resolve to an official AHC Corporate Site when it goes elsewhere), unapproved banner ads, and unauthorized press releases. AHC will be the sole determinant of truthfulness and whether specific activities are misleading or deceptive.

### **3.1 Domain Names, email Addresses and Online Aliases**

You cannot use or register domain names, email addresses, and/or online aliases that could cause confusion, or be misleading or deceptive, in that they cause individuals to believe or assume the communication is from, or is the property of AHC by showing up as the sender of an email.

Examples of the improper use include but are not limited to:

*[AmazonHerbCompanyGal@msn.com](mailto:AmazonHerbCompanyGal@msn.com); [www.ZAMUdirect.com](http://www.ZAMUdirect.com);  
[www.myspace.com/Lluvia](http://www.myspace.com/Lluvia); [www.AmazonHerbPresident.com/official](http://www.AmazonHerbPresident.com/official), or Amazon Herb Company and derivatives as described herein.*

Examples of permitted URLs, email addresses, and online aliases might appear as follows: [myspace.com/ilovefiberzon](http://myspace.com/ilovefiberzon); [lluvialady.amazonherb.net](http://lluvialady.amazonherb.net);  
[zamuman@amazonherb.net](mailto:zamuman@amazonherb.net)

Determinations as to what could cause confusion, mislead or be considered deceptive is at the sole discretion of ACH. If you have a question whether your chosen name is acceptable, you may submit it to [compliance@amazonherb.net](mailto:compliance@amazonherb.net) for review before use.

### **3.2 AHC Hotlinks**

When directing readers to your Associate Replicated website or Social Media website it must be evident, from a combination of the link and the surrounding context, to a reasonable reader that the link will be resolving to the site of an independent AHC Associate. Attempts to mislead web traffic into believing they are going to an AHC corporate site, when in fact they *land* at an Associate site (replicated or social media) will not be allowed. The determination as to what is *misleading* or what constitutes a *reasonable reader* will be at AHC's sole discretion.

### **3.3 Approved Associate Websites**

The term Associated *Replicated Website* refers to the Associate website offered by AHC to associates (example: <http://mary.amazonherb.net>). The term *Social Media website* refers to any site that is not specifically prohibited within the terms and conditions of this Agreement, such as Facebook.com, MySpace.com, Twitter.com, YouTube.com, personal blogs or other personal websites.

### **3.4 – Internet Advertising / Awareness Generation**

#### **3.4.1 – Online Classifieds**

You may not use online classifieds (including Craigslist) to list, sell or retail specific AHC products or product bundles. You may use online classifieds (including Craigslist) for prospecting, recruiting, sponsoring, and informing the public about the AHC business opportunity provided you follow the other requirements of this agreement such as identifying yourself as an independent representative of Amazon Herb, only using approved images and versions of any trademarked logos and without using fraudulent or misleading product or income claims. These templates will identify you as an Independent AHC Associate. If a link or URL is provided, it must link to your Associate Replicated Website or your Social Media website.

#### **3.4.2 – eBay / Online Auctions**

You may not list or sell AHC products on eBay or other online auctions, nor may you enlist or knowingly allow a third party (customer) to sell AHC products on eBay.

### **3.4.3 – Online Retailing**

Associate Replicated websites are intended to provide the associate with the tools and means for generating leads, prospecting business, communicating with others, selling products, and otherwise advancing your AHC business. You may not sell AHC products on any other online retail store or e-commerce site, nor may you enlist or knowingly allow a third party (customer) to sell AHC products on any online retail store or ecommerce site.

Social Media sites such as Facebook may also be used to promote your AHC business. Links should be provided to your Associate replicated website for sales and order processing. All online sales of AHC products must take place and be produced through the Associate Replicated website (or corporate site).

### **3.4.4 – Banner Advertising**

You may place banner advertisements on a website provided you use AHC approved templates and images. All banner advertisements must link to your Associate Replicated Website. You may not use *blind* ads or web pages that make non-compliant product or income claims that are ultimately associated with AHC products or the AHC opportunity.

### **3.4.5 – Unsolicited Email Spamming / Mass E-mailing**

You are not allowed to transmit mass, unsolicited emails to promote AHC, its products or the AHC opportunity to people who you do not know, or who have not given you permission to contact them. People who are 'opt in' subscribers, who have initiated a request to be included in bulk emailing, newsletter or other standardized communications from you, are allowed.

### **3.4.6 – Spam Linking**

Spam linking is defined as multiple consecutive submissions of the same or similar content into blogs, wikis, guest books, websites or other publicly accessible online discussion boards or forums and is not allowed. This includes blog spamming, blog comment spamming and/or spamdexing. Any comments you make on blogs, forums, guest books etc. must be unique, informative and relevant.

### **3.4.7 – Social Networking Sites**

You may use social networking websites (Facebook, MySpace, LinkedIn, blogs, forums and other social shared interest sites) to share information about the AHC product, mission and business opportunity and for prospecting and sponsoring; however, these sites may not be used to sell or offer to sell specific AHC products.

Profiles you generate in any social community where you mention or discuss AHC must clearly identify you as an AHC Independent Associate (must appear as described herein), and when you participate in those communities you must avoid inappropriate conversations, comments, images, video, audio, applications or any other adult, profane, discriminatory or vulgar content. The determination of what is inappropriate is at AHC's sole discretion, and offending Associates will be subject to disciplinary action and/or termination.

Banner ads and images used on these sites must be current and must come from the AHC approved library and it must link to your Associate Replicated Website. You may not use blog spam, spamdexing or any other mass-replicated methods to leave blog comments. Comments you create or leave must be useful, unique, relevant and specific to the blog's article.

You agree that you will immediately take down a non-compliant site at the request of AHC. Appeals regarding compliance may be submitted after the site has been taken down. Appeals should be directed to the email address set forth in policy 3.5.4 addressing policy violations.

### **3.4.8 – Digital Media Submission**

Permission is granted to re-post any and all content posted on the Amazon Herb Company Blog, Official Facebook Profile, Official MySpace Profile, and Official Twitter Profile. You may upload, submit or publish any AHC related video, audio or photo content that you develop and create as long as it aligns with AHC values, contributes to the AHC community greater good and is in compliance with AHC Policies and Procedures, including the strict policies on use of trademarks, names, product claims and earnings claims. These submissions must clearly identify you as an AHC Independent Associate (either in the content itself and/or in the content description tag), must comply with all trademark and copyright/legal requirements, and must state that you are solely responsible for this content and not AHC. You may not upload, submit or publish any content (video, audio, presentations or any computer files) received from AHC or captured at official AHC events or in buildings owned or operated by AHC. You may link to any approved AHC media presentations and use any AHC approved images that are provided to through an AHC business suite.

### **3.4.9 – Sponsored Links / Pay-Per-Click (PPC) Ads**

Sponsored links or pay-per-click ads (PPC) are acceptable. The destination URL must be to your Associate Replicated Website. The display URL must also be to your Associate Replicated Website and must not portray any URL that could lead the user to assume they are being led to an AHC Corporate site, or be inappropriate or misleading in any way.

## **3.5 – Associate Websites**

### **3.5.1 – AHC Replicated Websites**

When you sign up as an AHC Associate you will receive an AHC Replicated Website subscription to facilitate the easiest online buying experience for your customers. You are solely responsible and liable for the content that you add to your customizable personal message on your AHC Replicated website. You must regularly review the content (every 30 days) to ensure it is accurate and relevant.

Because your Associate Replicated website resides on the AmazonHerb.net domain, AHC reserves the right to receive analytics and information regarding the usage of your website. By default, your Associate Replicated website URL is <http://<web alias>.amazonherb.net>. Thus, for example if your web alias is “JohnSmith,” your Associate Replicated website would be <http://JohnSmith.amazonherb.net> Your URL must not:

- a.) Be confused with other portions of the AHC corporate website;
- b.) Confuse a reasonable person into thinking they have landed on an AHC corporate page;
- c.) Contain any discourteous, misleading, or off-color word that distracts from AHC’s image

Examples of inappropriate naming conventions include but are not limited to the following:  
*/info /official /buy /direct /search / products /hometeam /#&@% (inappropriate language)  
/AmazonHerbCompanylady.*

If you are in violation of this policy, you must change this default ID and choose a uniquely identifiable website name. AHC reserves the right to replace an unacceptable website name with an acceptable website name in the event of non-compliance.

### **3.5.2 – External Websites**

You are allowed external websites to promote your AHC business and the AHC opportunity. If you wish to use an external website you must do the following:

- a.) Identify yourself as an Independent Associate for Amazon Herb Company.
- b.) Use only the approved images and wording permitted by Amazon Herb Company for use by Independent Associates.
- c.) Adhere to the branding, trademark, and image usage policies described in this document.
- d.) Agree to modify your website to comply with current or future AHC policies.

#### **3.5.2.1 – External Website Content**

You are solely responsible and liable for your own website content, messaging, claims, and information and must ensure your website appropriately represents and enhances the AHC brand and adheres to all AHC guidelines and policies. Additionally, your website must not contain disingenuous popup ads or promotions or malicious code. Decisions and corrective actions in this area are at AHC's sole discretion. You are encouraged to use the approved AHC images that are available through the business suite.

#### **3.5.2.2 – AHC Independent Associate Image Mandate**

When using a Social Media or external website it must contain:

- a.) The AHC Independent Associate Logo.
- b.) Your Name and Title (example: John Alden, Independent Associate, Amazon Herb Company).
- c.) A link to your Associate Replicated website.

Although AHC brand themes and images are desirable for consistency, anyone landing on your page needs to clearly understand that they are at an Independent Associate site, and not an AHC Corporate page.

### **3.5.2.3 – External Website Termination**

In the event of the voluntary or involuntary cancellation of your Associate Agreement, you are required to remove your Social Media and/or external website from public view within 10 days and redirect (forward) all traffic from that domain to [www.AmazonHerb.net](http://www.AmazonHerb.net). Your Social Media or external website may be transferred to another AHC Associate, subject to AHC approval, on a case-by-case basis.

### **3.5.3 – Team Websites**

You may use team websites for the purposes of connecting, communicating, training, education and sharing best practices among team members. Team websites must receive pre-approval in writing, and AHC strongly encourage that the approval be obtained before the site is built and then obtain final approval before it goes live. Until written approval has been issued, you must assume that the site has not been approved. Requests for approval should be submitted to [compliance@amazonherb.net](mailto:compliance@amazonherb.net).

Because these sites may contain sensitive and Company specific information, these team websites must be password protected. Team sites must adhere to all requirements for external sites as described in these policies. Team websites must keep AHC up to date with current passwords and allow AHC full access to insure compliance. AHC has sole discretion with regard to determining the site's compliance with these policies, and you agree to take down the site at the request of AHC. You may not use team websites to generate income or monetary gain in any manner, including selling of ads or subscriptions.

### **3.5.4 – Reporting Policy Violations**

Amazon Herb Company encourages all Associates to participate in the widespread and effective use of web marketing through the use of social media as described in these policies. It is everybody's responsibility to work together to ensure and safeguard the long-term viability of Amazon Herb Company. If you suspect that a policy violation, please report as much information as you can, including screen shots and detailed descriptions; send the information to [violations@amazonherb.net](mailto:violations@amazonherb.net).