



Norwex Media Policy

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Media Policy

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NORWEX MEDIA POLICY

The Norwex Media Policy in its present form and as may be amended from time to time is incorporated into and forms an integral part of the Norwex Independent Sales Consultant Agreement (the “Consultant Agreement”), which sets forth the respective legal rights and obligations of Norwex and Norwex Independent Sales Consultants. It is the responsibility of each Consultant to read, understand, adhere to and ensure that she or he is aware of and operating under the most current version of the Norwex Media Policy. When sponsoring a potential Consultant, it is the responsibility of the Sponsor to provide access to the most current version of the Norwex Media Policy to the new applicant prior to the potential Consultant’s submission of the Independent Sales Consultant Application.

1. USE OF THE NORWEX TRADEMARKS, TAG LINES AND LOGOS:

The name Norwex is a registered trademark and a valuable asset of Norwex and is licensed to Consultants for use only in the manner authorised by Norwex. To that end, the Norwex name and various other trademarks, service marks, tag lines/slogans and logos of Norwex (collectively, the “Norwex Marks”) have been registered or have pending applications for registration in multiple international jurisdictions. Where allowed by Norwex in its sole and absolute discretion, Consultants may only use those of the Norwex Marks as expressly identified below in strict compliance with this Media Policy and any other directives or guidelines provided by Norwex in its sole and absolute discretion from time to time.

A. Trademark Ownership

Norwex is the sole and exclusive owner of all right, title and interest in the Norwex Marks, including all related intellectual property and proprietary rights, subject only to the specific licenses granted to Consultants pursuant to this Media Policy. Except as expressly set forth in this Media Policy, Consultants’ shall not acquire or claim any rights in any Norwex Trademarks. No Consultant’s use of any Norwex Trademark shall give the Consultant any right, title, or interest in or to the Norwex Trademark and all such use and associated goodwill will inure solely to the benefit of Norwex.

B. License

Subject to full compliance with the terms and conditions of the Norwex Independent Consultant Agreement, the Norwex Policies and Procedures and this Media Policy, Norwex grants each Consultant a non-transferable, non-exclusive right during the term of the Consultant Agreement to use the Norwex Marks solely to advertise and promote the Norwex Products and to indicate that the Consultant is an authorised distributor of the Norwex Products.

C. Restrictions and Guidelines

Only the approved registered “Norwex” trademark and Norwex “drop and rings” logo (the “Norwex Logo”) and other trademarks, services marks, tag lines and logos identified and used by Norwex (collectively with the Norwex trademark and Norwex Logo **(the “Norwex Marks”)**) will be provided by the Home Office to Consultants and only those Norwex Marks in the form provided by the Home Office may be used by Consultants.

When using the Norwex Marks, including but not limited to the Norwex trademark and the Norwex Logo, you must use them exactly as they are provided to you by the Home Office, with regards to format, font and/or colour. The Pantone colour code of the logos and trademarks are PMS no. 600. You cannot alter or otherwise change the Norwex Marks in any manner whatsoever without the express written consent of Norwex in a separate writing. You are expressly prohibited from altering the “®” or “™” symbols on any Norwex Marks or their placement adjacent to such Norwex Marks.

The use of the Norwex Marks in any form other than expressly authorised by Norwex is prohibited. You are prohibited from using or applying the Norwex Marks on or in connection with any item, product, service, tool or other item, material or content not produced or otherwise authorised in writing by Norwex.

Consultants are prohibited from (i) adopting, using, applying to register or otherwise registering any trademarks, service marks, taglines/slogans, logos or copyright works that are confusingly similar to the Norwex Marks, or (ii) adopting, using, seeking to register, or otherwise registering any domain name that is likely to cause confusion with and/or dilute the Norwex Marks. Domain names for Existing Norwex Consultant websites (as defined in Section 3(B) below) that include the text form of any of the Norwex Marks shall be handled as set forth in Sections 3(B) (“Existing Norwex Consultant websites”) and 3(G) (“Domain Names, Addresses and Online Aliases”). You are also expressly prohibited from using any Norwex Marks as a shortcut icon, website icon, URL icon, or bookmark icon (commonly referred to as a “favicon”) for any URL you have registered or administer without the express written consent of Norwex.

If your Consultant Agreement is terminated for any reason, you must promptly, but in any event within five (5) days, discontinue all uses of the Norwex name, the Norwex Marks, all derivatives of such Norwex Marks and other intellectual property, in any websites (including, but not limited to Existing Norwex Consultant websites), email addresses, domain names, online aliases, postings and all Social Media sites.

As the owner of the Norwex Marks, Norwex has an obligation to police and maintain its rights in and to the Norwex Marks and the goodwill behind all aspect of the Norwex business including its business model, products, services, customer relationships and public image (together the “Norwex Brand”) represented by the Norwex Marks. Where any Norwex Marks have been used by you on any “Existing Norwex Consultant website” (as more fully set forth below), in any domain names, email addresses, online aliases, or otherwise in any online content, except as may be otherwise provided in this Media Policy, Norwex reserves the right to require you to remove such Norwex Marks from such use in Norwex’ sole and absolute discretion upon notice to you.

2. USE OF SOCIAL MEDIA

Norwex understands that new and exciting technologies continue to evolve on the Internet that creates new and exciting avenues for discussion of Norwex products and promotions, the Norwex Ideology, Core Values or Mission or the Norwex Opportunity. Although these technologies continue to evolve, Norwex supports the use of social media applications on the Internet as a means to foster communities of discussion that will improve the visibility of our brand message and products consistent with our mission and core values.

We expect you to use good judgment in all situations — and the world of social media networking is no exception. The purpose of this policy is to set out our policies on the use of social media including certain acceptable uses of such platforms online.

A. General

When we refer to “social media” we are referring to tools and content that enable people to connect online, share their interests and engage in conversations online. Examples include social networks such as Facebook®, Twitter®, LinkedIn®, and Google+, as well as blogs, microblogs, wikis, media-sharing sites, forums and bookmarking sites (collectively referred to as “Social Media sites”).

Consultants may use Social Media sites to share information about the Norwex ideology, core values and mission and otherwise foster communities for discussion of Norwex as a company, the Norwex products and promotions and the Norwex opportunity. However, these sites may not be used to sell or offer to sell specific Norwex Products. When using any social media platform, you should be fostering a community of conversation where your customers or users feel comfortable sharing, connecting and receiving information about, and assistance from, their Independent Sales Consultant. If you elect to use Social Media sites as a Consultant, you must (i) adhere to the requirements set forth in this Section, (ii) comply with the terms and conditions of use of those sites (including any restrictions on commercial use) and (iii) refrain from using those sites to prospect or sponsor persons in countries in which Norwex does not yet sell its products or where it is unlawful to do so. You must not use Social Media sites which are intended for use primarily by those below 18 years of age to share information about Norwex products and promotion, the Norwex ideology, core values and missions or the Norwex opportunity. Any site or profile that you maintain must comply with these Policies and Procedures, including but not limited to the Norwex Internet Policy set forth in Section 3 below.

To the extent a Consultant maintains a “fan page” on a Social Media site (i.e. Facebook Pages), such “fan page” must, at a minimum, conform with the following additional requirements: (A) the Norwex Independent Sales Consultant must use their first name, last name and the phrase “Norwex Independent Sales Consultant” as their username for such “fan page”, (B) the graphics used for the banner for such “fan page” must be chosen from the graphics provided by Norwex, and (C) such “fan page” cannot contain any “Inappropriate Content” as described in Section 2(H) below. Further, any sales of Norwex Products directly from such “fan page” are expressly prohibited—all purchases of Norwex Products must be redirected from such “fan page” through an Existing Norwex Consultant website or Norwex Office Suite website (as more fully set forth below), as applicable.

When using Social Media sites, remember that your readers may include current clients, potential clients, as well as current/past/future Independent Sales Consultants. You must consider your target audience before you publish any posting and make sure you aren’t alienating any of these groups. Profiles generated in any Social Media site where you mention or discuss Norwex must clearly identify you as an Independent Sales Consultant of Norwex, include your photo in the main profile picture and must disclose your full name. The anonymous use or use under an alias of such Social Media sites is expressly prohibited (see Section 1 “Use Of The Norwex Trademarks, Tag Lines And Logos” above and Section 3(G) “Domain Names, Email Addresses and Online Aliases”, below for further guidance).

By using any Social Media sites, you agree to and shall abide by all the terms of your Norwex Independent Consultant Agreement, the Norwex Policies and Procedures and this Media Policy.

B. Responsibilities Regarding Content

Each Consultant shall be fully responsible for all of his or her verbal and written statements made regarding Norwex products and promotions, the Norwex ideology, core values and mission and the Norwex opportunity, that are not expressly contained in the materials produced and distributed by Norwex. You agree to indemnify the officers, directors, employees and agents of Norwex and hold them harmless from any and all liability, including judgments, civil penalties, refunds, attorneys' fees, court costs or lost business incurred by Norwex as a result of unauthorised representations or actions regarding Norwex, undertaken by you or on your behalf. This provision shall survive the termination or expiration of the Consultant Agreement.

Norwex may rely on this indemnity if your online activity damages Norwex, the Norwex Marks, its products, services or the Norwex opportunity. You are responsible for your postings and all other online activity conducted by you or on your behalf. This policy applies even if you do not own or operate a web site or a profile on a social networking site. If you post any comment to any such site that relates to Norwex, you are responsible for the posting.

C. Truthfulness In Postings

As a Consultant, you must refrain from making any misleading or deceptive claims or statements about Norwex, its products or the Norwex opportunity in any online postings. You have an obligation to ensure that your postings and other online marketing activities are truthful, not deceptive or otherwise misleading to customers or potential Independent Sales Consultants in any way. Websites and online promotional activities and tactics that are misleading or deceptive, regardless of intent, may breach the Consultant Agreement and the law generally, and are strictly prohibited. This may include spam linking (or blog spam), unethical search engine optimisation (SEO) or social media optimisation (SMO) tactics, misleading click-through ads (i.e., having the display URL of a pay per click campaign appear to resolve to an official Norwex site when it goes elsewhere), unapproved banner ads, misuse of the adwords and unauthorised press releases (see Section 3, "Use of the Internet", below for further information). Norwex retains the sole and absolute discretion in determining the truthfulness or accuracy of website content or online promotional activities posted or otherwise promoted by you or on your behalf.

D. Blogging

Blogging is an informal approach to content creation that has evolved in response to the need of Internet users for a simple publishing tool giving maximum engagement with readers. Blogging is by nature a flexible format and there are few rules governing its use. Should you choose to "blog" as an Independent Sales Consultant, you may blog to trigger discussions on Norwex products and promotions, the Norwex ideology, mission, core values or the Norwex opportunity; provided, however, that any such blog use complies with the requirements and restrictions set forth in the Consultant Agreement, the Norwex Policies and Procedures and this Media Policy. In any event, we would encourage that any blogging you do as a Consultant discussing Norwex, any Norwex Products or the Norwex opportunity:

- Implements an interesting layout that focuses on the content.
- Be interesting.
- Be conversational and respond to comments made by readers.
- Links to the Norwex Home Office website, or your Norwex Office Suite website, as applicable, for relevant information.
- Monitors other bloggers in the same space and attempt to build reciprocal links with them.
- Tags posts so that they are easy for search engines to find.
- Injects some personality into your posts so that they engage the reader.
- Credits the original source of all content embedded in posts.

Similarly, your blog posts should not:

- Be opinionated.
- Respond in anger to comments that appear on posts.
- Hotlink to, or otherwise frame, material that infringes the copyrights of a third party.
- Take an idea or insight from another blogger or site without acknowledgement.

Any self-hosted “weblog” you create and maintain, or online blog platform(s) that host(s) your blog(s) (for example, Wordpress.com or Blogspot.com), to blog about Norwex, the Norwex Products or the Norwex opportunity must also comply with the requirements of Section 3(C) below, entitled “Minimum Website Requirements”. By using a website to blog, you agree to abide by all the terms of your Consultant Agreement, the Norwex Policies and Procedures and this Media Policy, and further agree to include website terms and conditions and a privacy policy, as applicable. You must disclose the domain name for your self-hosted weblog or online platform(s) that host(s) your blog(s) to the Norwex Compliance Department and if changed, you must disclose the new domain name(s) within five (5) business days of the activation of the new domain name(s) for such blog(s).

E. Use of Third Party Intellectual Property

If you use the trademarks, trade names, service marks, copyrights or other intellectual property of any third party (collectively, “Third Party Intellectual Property”) in any posting, it is your responsibility to ensure that you have permission and are authorised to use such Third Party Intellectual Property. For example, you must not place any copyrighted material of a third party (such as articles, newsletters, photographs or software) on your profile or in any postings on any Social Media Site you use without the express permission of the Third Party Intellectual Property rights holder. Such permission is usually obtained through a license agreement and may require payment of an appropriate license and/or royalties. All Third-Party Intellectual Property must be properly referenced as the property of such third-party and you must adhere to any conditions and restrictions that the owner of such Third Party Intellectual Property places on its use of its property.

F. Privacy

You must always respect the privacy of others in their postings and must not engage in gossip, innuendo or otherwise advance rumors about any individual, company, or competitive products or services. Such conduct reflects poorly on yourself and Norwex and may otherwise result in personal defamation or business disparagement for which you may be liable. As a result, you must not list the names of other individuals or entities on their postings unless they have the written permission of the individual or entity that is the subject of their posting.

G. Confidentiality

The restrictions on the disclosure of Confidential Information (as defined in Section 2 of the Norwex Policies and Procedures) apply to any dissemination of information through any Social Media sites.

H. Prohibited Content

Participation in social networking sites requires you to comply with the terms of use of the sites and any related acceptable use policies, including by way of illustration and not limitation refraining from engaging in inappropriate conversations and comments, or otherwise uploading or disseminating inappropriate images, video, audio or other applications. Such prohibited online behaviour includes, but is not limited to, posting, reposting or otherwise disseminating violent, offensive, threatening, defamatory, libelous, harassing, discriminatory, profane or vulgar content (collectively, “Inappropriate Content”). Norwex shall have the sole and absolute discretion in determining what constitutes Inappropriate Content – should you engage in any Inappropriate Content, you will be subject to disciplinary action/or deactivation. If you otherwise become aware of any Inappropriate Content from, or purporting to be from, another Consultant, you must notify Norwex as soon as possible.

I. Disclaimer of Liability

NORWEX DISCLAIMS ANY AND ALL LIABILITY ARISING OUT OF OR RELATED IN ANY WAY TO THE USE OF ANY SOCIAL MEDIA SITES. YOU ASSUME ALL RISK FOR USING SOCIAL MEDIA SITES AND ARE SOLELY

RESPONSIBLE FOR ALL SUCH USE. You will be held responsible for any and all statements or other content that is posted on your blog, within your e-mail or otherwise in any social media postings, including liability for harm caused by such statements or material.

J. Indemnity

The Consultant agrees to indemnify, defend and hold harmless Norwex and its related parties, as defined in the Norwex Policies and Procedures, from and against any or all losses or liabilities (including lawyer’s fees), they may suffer or incur as a result of the use of Third Party Intellectual Property or statements posted on the Consultant’s blog, e-mail or otherwise in any social media postings of the Consultant.

3. USE OF THE INTERNET

A. Norwex Consultant Websites through Norwex.co.uk

(i) General.

Except for Consultants operating any “Existing Norwex Consultant websites” as more fully set forth in Section 3(B) below, Consultants may only sell Norwex products, including current and past Norwex merchandise, campaign materials and any other promotional materials (collectively, “Norwex Products”) through the appropriate personalised Norwex.biz website created for such Consultant under the Norwex website replication model made available through Norwex. For a monthly fee, each personalised Norwex.biz website also includes online shopping, the “Ripple Effect™” e-Newsletter and a central customer/contact management database for your Norwex® business (collectively referred to as the “Norwex Office Suite”, and each a “Norwex Office Suite website”). For full details on how to personalise your website and import your contacts is available in the PDF training documents on the Home page of this site, as well as any webinars available through the Webinar Library section (Downloads/Training and Printed Material/Webinar Library).

Selling Norwex Products on E-Bay, Amazon, Kijiji, Alibaba, and Craigslist or other such auction or sales sites is strictly forbidden. Sales of Norwex Products on such sites shall result in immediate suspension of ordering privileges and potential disciplinary sanctions in Norwex’ sole and absolute discretion. Offering specific products, discounts or specials not endorsed by Norwex is strictly prohibited. You may, however, advertise your Norwex® business and business opportunity on such sites.

(ii) Consultant Services Website

Subject to your compliance with the Consultant Agreement (including but not limited to these Policies and Procedures); you will be granted access to and use of the Consultant Services Website. The Norwex Consultant Services website provides an online platform to help you manage your Norwex business, such as the ability to enter orders for your customers, check your team genealogy and otherwise access resources and additional online webinar training regarding the Norwex Products and the Norwex opportunity.

(iii) Norwex.co.uk Consultant Websites & the Norwex Office Suite

The Norwex Office Suite provides a cost-effective path for Consultants to quickly and easily establish a business presence online for the sale of Norwex Products and otherwise simplify processing tasks. With the Norwex Office Suite, you can sell Norwex Products online, receive inquiries for new Consultants, provide an avenue for potential customers to contact you to host a presentation and otherwise receive online referrals through searches for consultants in your area. The Norwex Office Suite includes content and capabilities directed to potential new and existing consultants and customers, such as:

- An “About Norwex” page describing Norwex, with links to the advantages of Norwex, its mission statement and core values;
- An “About Me” page describing you as a Independent Sales Consultant of Norwex, up to 2,000 characters;
- An “Opportunity” page describing the Norwex opportunity, with associated links including but not limited to income earning, starter kits, hosting rewards, and operating philosophy;
- A “Products” page with links to various galleries of Norwex Products;
- A “Host a Presentation” page with information on contacting you for customer hosting of a presentation for selling Norwex Products;
- A “Video Gallery” of Norwex content regarding the Norwex opportunity; and
- A “FAQ”, or “frequently asked questions” page.

Each Norwex Office Suite website also includes a customer content management system and capabilities directed to helping you manage your business as a Consultant. For example, each Norwex Office Suite website allows you to customise the Ripple Effect™ eNewsletter for monthly distribution to your contacts. Should you wish to do so, you can post a personal photo along with message limited to 700 characters for personalisation of this monthly eNewsletter.

All Norwex Office Suite websites must also comply with the requirements of Section 3(C) below, entitled “Minimum Website Requirements”. By using a Norwex Office Suite website, you further agree to abide by all terms of the Consultant Agreement, the Norwex Policies and Procedures and this Media Policy, as well as any applicable website terms and conditions, privacy policy and acceptable use policy. Norwex reserves the right to receive analytics and information regarding the usage of any Norwex Office Suite websites.

B. Minimum Website Requirements

All Norwex Office Suite websites, Existing Norwex Consultant websites and Norwex Consultant Team websites must comply with the following requirements, at a minimum:

- Website content and images must comply with the requirements of the Norwex Media Policy and all other applicable Norwex Policies & Procedures (including, but not limited to the “Content Restrictions”) set forth in Section 3(I) below;
- Any Norwex Office Suite websites should automatically populate areas that describe you as an “Independent Sales Consultant” of Norwex, along with your title and location. For any Existing Norwex Consultant Websites and Norwex Consultant Team Websites, you must identify yourself with your full name and as an “independent sales consultant” on the home page. Blind sites are expressly prohibited. YOU MUST NOT IN ANY WAY GIVE THE IMPRESSION OF REPRESENTING NORWEX, THE COMPANY, OR OTHERWISE DESCRIBE YOURSELF AS A NORWEX EMPLOYEE, AS OPPOSED TO OPERATING AS AN INDEPENDENT SALES CONSULTANT FOR NORWEX. This restriction includes using the Norwex Marks in text form as the title for any page within such website, especially the home page.
- Norwex Office Suite websites, Existing Norwex Consultant websites and Norwex Consultant Team websites must not include product or opportunity information offered by any company other than Norwex. Except for the link to the Norwex website, Norwex Office Suite websites, Existing Norwex Consultant websites and Norwex Consultant Team websites must not have external links to content not approved by Norwex in advance.
- To the extent any Existing Norwex Consultant websites (including any Norwex Consultant Team websites) also provide an online forum for providing team training and/or related training materials through the use of third party platforms (e.g. Google Docs, Dropbox, etc.), the access restrictions and approval requirements set forth in Section 3(A),(B) and (C) shall apply.
- Embedding the Norwex Home Office website in whole or in part in another website (including, but not limited to website “framing”) or duplication in any form without the express written permission of Norwex is strictly forbidden.
- Selling Norwex products online outside of Norwex Office Suite websites is strictly prohibited.
- All website content, advertisements and marketing tools must be approved by Norwex corporate office prior to distribution must clearly state your full name and that you are an “Independent Sales Consultant” of Norwex in a conspicuous place.
- The use of images produced by Norwex other than for specific purposes and available for download on the Norwex Consultant Services website is strictly prohibited.
- Creation of any text, images or materials that may confuse the public into believing that they are dealing directly with Norwex Home Office is strictly prohibited.
- Only corporate pricing is permitted in public forum marketing and advertising. Norwex Home Office monthly specials may be distributed; however, you may not offer other sales on products, specials, shipping, loyalty points or any type of discount to solicit new business or recruit new consultants.
- You must not violate or infringe on the rights of others, including privacy, publicity and proprietary rights. You agree not to interfere or take action that results in interference with or disruption of the Norwex Home Office website, the Consultant Services website, any Norwex Office Suite websites or servers or networks connected to the foregoing. You further agree not to attempt to gain unauthorised access to computer systems or networks connected to the foregoing.

You have the sole responsibility to ensure that your Norwex Office Suite website, Existing Norwex Consultant website and/or Norwex Consultant Team website fully complies with the entirety of this Media Policy, as well as with all applicable federal and state rules and regulations.

C. Customer Referrals

Clients who want to purchase products online at the Norwex website, yet who are not linked to a Consultant, will be directed to an eligible Norwex Office Suite website based upon the new customer’s postal or zip code. The “Find a Consultant” search on the Norwex website is based on the postal/zip code entered and will retrieve 5 Consultants. The initial search will look for a Consultant within roughly 1-2 km. The search will continue until a total of 5 Consultants are found. Each continued search will expand the search range by roughly 10km. If a Consultant is found in an earlier search loop, they are guaranteed to be in the returned results. If more than 5 Consultants are found, the search will choose 5 consultants with the oldest last selected date. This ensures that all Consultants within the search perimeter will be displayed an equal number of times. With respect to referrals, only eligible Consultants will receive referrals from the Norwex Home Office.

D. No Warranty

Norwex makes no guarantees or representations regarding the success or usefulness of using the Norwex Home Office website, the Norwex Consultant Services website or any Norwex Office Suite websites. INTERNET SERVICES PROVIDED BY NORWEX OR ITS WEB SITE PROVIDER(S) ARE SOLELY PROVIDED "AS IS" WITHOUT ANY WARRANTY WHATSOEVER. NORWEX MAKES NO REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NONINFRINGEMENT. Norwex may not be held liable for any downtime on the Norwex Home Office website, its Consultant Services website, or any Norwex Office Suite website due to server delays or problems, viruses, maintenance or any other reason whatsoever.

E. Disclaimer of Liability

NORWEX DISCLAIMS ANY AND ALL LIABILITY ARISING OUT OF OR RELATED IN ANY WAY TO THE NORWEX HOME OFFICE WEBSITE, THE NORWEX CONSULTANT SERVICES WEBSITE, ANY NORWEX OFFICE SUITE WEBSITES OR EXISTING NORWEX CONSULTANT WEBSITES. You will be held responsible for any statements or other content that is posted on your Norwex Office Suite website or Existing Norwex Consultant website, within your e-mail or otherwise in any social media postings, including liability for harm caused by such statements or material. Norwex reserves the right to receive analytics and information regarding the usage of any Norwex Office Suite websites or Existing Norwex Consultant websites.

F. Domain Names, Addresses and Online Aliases

All Social Media Sites used by Consultants to promote the Norwex ideology, core values and mission, Norwex products and promotions, or the Norwex opportunity, as well as any Norwex Office Suite websites and Existing Norwex Consultant websites, must appropriately represent and enhance the Norwex brand and goodwill behind the Norwex Marks.

Subject to the restrictions set forth in this Media Policy, and in addition to the URL assigned to their Norwex Office Suite website to direct traffic to that site, Consultants may use different URLs or domain names that do not incorporate any Norwex Marks to re-direct Internet traffic to their personal Norwex Office Suite website with the prior written permission of Norwex. Consultants may submit requests to the Compliance Department via email at approvals@norwex.com. Except as otherwise may be temporarily permitted for any Existing Norwex Consultant websites as set forth in this Media Policy, you are otherwise expressly prohibited from using any other domain name or URL incorporating the Norwex Marks to redirect Internet traffic to your Norwex Office Suite website from such other URL or domain name without the express written permission of Norwex. Decisions and corrective actions in this area are made by Norwex in its sole and absolute discretion.

In certain circumstances, you may wish to obtain a domain name, username or handle for Social Media sites. Such domain names, usernames or handles cannot include Town, City, State, Province, or Region. All website domain names must be approved by the Norwex corporate office. Consultants are not permitted to use or register any of the Norwex Marks, product names or any derivatives, whether abbreviated or not, for any Internet domain name, e-mail address, social networking profile, or online alias. Further, Consultants are not permitted to use or register domain names, e-mail addresses, 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, Norwex. Notwithstanding the foregoing, you are permitted to use your full name and the phrase "Norwex Independent Sales Consultant" in any social networking profile or online alias for Social Media websites.

Examples of the improper use of Norwex Marks are:

Domain Name: www.isellnorwex.com;

Social Media: [facebook.com/NorwexConsultant](https://www.facebook.com/NorwexConsultant) (Facebook)
@NorwexConsultant (Twitter)

Email: NorwexConsultant@gmail.com
"Norwex" showing up as the sender of an e-mail.

G. Online Advertising

(i) Classified Ads. As a Consultant, you are not permitted to use online classifieds (including Craigslist) to list and sell Norwex Products. Nevertheless, you may use online classifieds (including Craigslist) for informing the public about Norwex products and promotion, the Norwex ideology, core values and mission or the Norwex opportunity; provided that, you use the templates made available through the Norwex Consultant Services website to identify you as an Independent Sales Consultant of Norwex as stated in these Policies and Procedures. If a link or URL is provided, it must link to your Norwex Office Suite Website or Existing Norwex Consultant website.

(ii) Banner Advertising. You may place banner advertisements on a website provided you use the templates made available through the Norwex Consultant Services website to identify yourself as an Independent Sales Consultant of Norwex. All banner advertisements must link to your Norwex Office Suite website or Existing Norwex Consultant website. You may not use blind ads or web pages that make product or income claims that are ultimately associated with the Norwex Products or the Norwex opportunity.

(iii) Links. When directing viewers to any Norwex Office Suite website or Existing Norwex Consultant website, it must be evident from a combination of the link, and the surrounding context, that the link resolves to the website of a Consultant in order to avoid misleading or deceiving the reasonable reader. Links that mislead viewers into believing they are being directed to the Norwex Home Office website, when in fact they are directed to a Norwex Office Suite website or Existing Norwex Consultant website, are strictly prohibited. The determination of whether a link is misleading shall be made by Norwex in its sole and absolute discretion.

(iv) Search Engines, Sponsored Links And Pay-Per-Click (PPC) Ads. As a Consultant, you agree to fully cooperate with Norwex so that Internet search engines list the Norwex Home Office website (www.norwex.com) as the first search result when an Internet browser makes a query containing the name "Norwex" or any one of the Norwex Product names or the Norwex Marks. You may not use sponsored links or pay-per-click ads (PPC) without the prior written approval of the Norwex Compliance Officer. You are expressly prohibited from using the "Norwex" name, the names of Norwex Products or the Norwex Marks as the target keywords, and may only use generic search terms such as "cleaning products", "personal care", "home essentials", etc. Further, the destination URL and display URL must resolve to a Norwex Office Suite website (or Existing Norwex Consultant website as authorized under this Media Policy), and must not portray any URL that could mislead the user into believing that they are being directed to a Norwex corporate site.

(v) 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, social media sites or forums. This includes blog spamming, blog comment spamming and/or spamdexing. You may not use blog spam, spamdexing or any other mass-replicated methods to leave blog comments. Spam linking is strictly prohibited.

(vi) Spam. Norwex does not permit Consultants to send unsolicited commercial e-mails unless such e-mails strictly comply with applicable laws and regulations. Any such e-mail advertisement or solicitation sent by you that promotes Norwex, Norwex Products or the Norwex opportunity, must comply with the following:

- There must be a functioning return e-mail address to the sender.
- There must be a notice in the e-mail that advises the recipient that he or she may reply to the e-mail, via the functioning return e-mail address, to request that future e-mail solicitations or correspondence not be sent to him or her (a functioning "opt-out" notice).
- The e-mail must include your physical mailing address.
- The e-mail must clearly and conspicuously disclose that the message is an advertisement or solicitation.
- The use of deceptive subject lines and/or false header information is prohibited.
- All opt-out requests, whether received by e-mail or regular mail, must be honoured. If you receive an opt-out request from a recipient of an email, you must forward the opt-out request to Norwex.
- Norwex may periodically send commercial e-mails on behalf of Consultants. By entering into the Norwex Consultant Agreement, you agree that Norwex may send such e-mails and that your physical and e-mail addresses will be included in such e-mails as outlined above. You shall honour all opt-out requests generated as a result of such e-mails sent by Norwex.

(vii) Privacy Policy. You may not distribute or gather personal information about other Consultants or their customers or potential customers. You agree to abide by the Privacy Policy set forth on the Norwex Home Office website and either your Norwex Office Suite website or Existing Norwex Consultant website, as applicable, and to honour and extend those same policies to persons visiting your Norwex Office Suite website (or Existing Norwex Consultant website as authorised under this Media Policy, as applicable).

H. Additional Content Restrictions

(i) Images. Although you may be tempted to use images of people or model images (other than those made available by Norwex), such images may be subject to the copyrights of a third party and/or legal restrictions against the use of the likeness of the person or model without an appropriate release. As a result, you are expressly prohibited from using such third party images on any Norwex Office Suite website or any Existing Norwex Consultant website. Copy downloaded from the Consultant Services website (or otherwise made available as part of any Norwex Office Suite website) or taken from printed Norwex literature must be used exactly as printed or written, without exception.

(ii) Acceptable Use. You must not present false or misleading information about Norwex, the Norwex opportunity or your relationship with Norwex as an Independent Sales Consultant. Consultants may not publish, post or distribute any content or material on any Norwex Office Suite website, Existing Norwex Consultant website or Norwex Consultant Team website or in connection with Norwex that is defamatory, libelous, disparaging, threatening, offensive, harassing, abusive, obscene, pornographic, in violation of applicable law, or that inhibits others from enjoying the Norwex Home Office website, the Consultant Services website, any Norwex Office Suite websites, any Existing Norwex Consultant websites or any Existing Norwex Consultant Team websites.

(iii) Digital Media Submissions. All content (including graphics) must be submitted to the Norwex Compliance Office and receive written approval prior to launching the content on the Internet, including without limitation, content or material for search engines or hyperlinks. Additionally, Existing Norwex Consultant websites, Norwex Consultant Team websites and/or any Social Media site profiles or other websites you own and/or control must not contain disingenuous pop-up ads or promotions or malicious code. You may upload, submit or publish any Norwex related video, audio or photo content that you develop and create; provided, however, that you comply with the Consultant Agreement (including these Policies and Procedures) and that such content is not misleading, deceptive, defamatory or otherwise infringing upon the intellectual property rights of any third party. Scripts for any such video content must first be submitted to the Norwex Compliance Department for review and approval prior to the creation of the video. Once the video has been created, it must be submitted to the Norwex Compliance Department for final review and approval prior to uploading, submitting, and publishing or distributing. The Norwex Compliance Department should be contacted via email at eu-compliance@norwex.com. These submissions must clearly identify the submitter as an Independent Sales Consultant of Norwex (either in the content itself and/or in the content description tag), comply with all copyright and other legal requirements, and state that the person making the submission is solely responsible for the submitted content. You may not upload, submit or publish any content (video, audio, presentations or any computer files) received from Norwex or captured at official Norwex events or in buildings owned or operated by Norwex without the prior written permission of Norwex.

4. ADVERTISING

A. General

Consultants are prohibited from advertising or promoting Norwex Products or the Norwex business opportunity through the use of mass communication methods such as radio, television, facsimile services, national or international advertising, classified ads and ads placed in coupon magazines. You may only advertise or promote your Norwex business using approved ad templates or images acquired from Norwex, as may be made available by Norwex from time to time. Any online advertising that permits a "click-through" must resolve to an Existing Norwex Consultant Website or Norwex Office Suite website as more fully set forth in Section 3(H) above. No further approval is necessary to use any ad templates created and provided by Norwex so long as you use them in full compliance with the terms and conditions of the Consultant Agreement, the Norwex Policies and Procedures and this Media Policy. You must obtain prior written approval from the Norwex Compliance Department for all advertisements relating to your business that do not utilise Norwex ad templates. Consultants may submit requests to the Compliance Department via email at eu-compliance@norwex.com. Any request for approval of advertising materials that does not receive specific written approval from the Norwex Compliance Department shall be deemed denied. No one is authorised to revise, edit or otherwise alter any ad templates provided by Norwex or any Norwex Independent Sales Consultant advertising materials that have been approved by Norwex.

Norwex periodically reviews and revises the Consultant Agreement, the Norwex Policies and Procedures, this Media Policy and other guidelines and directives made from time to time. Norwex reserves the right to rescind any previous authorisation that was given in connection with advertising materials or practices consistent with the current version of the Consultant Agreement, the Norwex Policies and Procedures, this Media Policy and other guidelines and directives. Upon notice of such rescission, you agree to immediately cease using such advertising materials and/or practices.

B. Promotional Materials

All promotional materials used by each Consultant in his or her business of selling Norwex Products or promoting the Norwex opportunity must be produced and distributed by Norwex. This includes printed materials, Internet and other electronic or computer generated media, promotional pieces, product descriptions, photographs, sound recordings, audiotapes and videotapes. All official Norwex promotional material is copyrighted and may not be reproduced, in whole or in part, by you or any other person except as expressly authorised by Norwex in writing. You may not revise, edit or otherwise alter any such promotional materials and such promotional materials must be used only for their intended use.

Consultants may not develop, produce or distribute promotional materials that are confusingly similar in nature to those produced, published and provided by Norwex, and may not imply or suggest that such promotional materials originate from Norwex or are endorsed by Norwex.

C. Audio/Video Recordings

As an Independent Sales Consultant, you are prohibited from making audio or video recordings of speeches, discussions or presentations made by any Norwex company officer, authorised agent, representative or employee, unless specifically authorised in writing by an officer or director of Norwex. Any use or publication of such audio or video recordings (including by any electronic means) must be separately and specifically authorised by an officer or director of Norwex. Any such unauthorised audio or video recording shall be the property of Norwex and shall be delivered to Norwex upon demand with all copies destroyed at your expense.

D. Recorded Messages

Consultants may not have voice-mail or answer his or her telephone in a manner that would lead the caller to believe that he or she has reached any official corporate office of Norwex. When using the "Norwex" name, you must say "Independent Sales Consultant of Norwex" or "Norwex Independent Sales Consultant."

E. Business Cards

For any business cards or stationery you wish to use as an Independent Sales Consultant, you may only purchase Norwex-approved business cards and stationery. Any other business cards or stationery use for your Norwex business is expressly prohibited without the permission of the Norwex Compliance Officer.

F. Unsolicited Faxes:

A Consultant may not use or transmit unsolicited faxes in connection with the advertising, promotion, or sale of the Norwex Products or the operation of their respective Norwex independent businesses. The terms "unsolicited faxes," means the transmission via telephone facsimile or electronic mail, respectively, of any material or information advertising or promoting that is transmitted to any person on an unsolicited basis. The exceptions to this prohibition are faxes to (i) any person who gave that Consultant prior consent to send such fax; or (ii) any person with whom a Consultant has an established business or personal relationship.

G. Telephone Directory Listings and Advertising:

White Pages and Yellow Pages Listings: A Consultant who wishes to appear in a telephone directory or other similar directory must list her or his name alphabetically according to her or his surname or, if the Consultant is a Business Entity, the trade name, business name, or d/b/a of the Business Entity. If the directory permits, the Consultant's name may be followed by the words "Norwex Independent Sales Consultant" and the Consultant's name, address, and telephone number. A Consultant is permitted to advertise through yellow page display ads provided that the ad complies with the advertising policies set forth in these Policies & Procedures

Toll-Free Numbers: A Consultant may use and advertise toll-free telephone numbers in accordance with the above guidelines. A Consultant may not state or imply that her or his toll-free number is a Norwex number or is linked to any Norwex location. In addition, any use of a toll-free number in connection with infomercials or any other television programmes is prohibited.

Telephone Answering Devices: A Consultant may not answer (or have any phone answering service or device answer) the telephone by saying "Norwex" or in any manner that would lead the caller to believe that she or he has reached the Norwex corporate office. A Consultant is permitted to state that she or he is an Independent Sales Consultant for Norwex.

H. Income and Product Claims

While Consultants may believe it is beneficial to tell other Consultants and potential Consultants about their commissions or the commissions of others, federal and state laws and regulations prohibit certain types of income claims and testimonials by persons engaging in direct selling/network marketing unless the appropriate disclosure required by law is made contemporaneously with the income claim.

In addition, Consultants shall not make any claims or representations regarding the Norwex Products other than those claims and representations found in marketing materials created or distributed by Norwex.

I. Norwex Branding Strategy

The key is to create a good feeling around the Norwex brand name, the whole branding process is all about psychology – we must make people want Norwex because it makes them “feel good”.

Our company mission should be presented in as many places as possible and our branding message should be used, consistent with the Norwex Media Policy. We have chosen the branding message “improving quality of life”. We will be using this branding message on all printed material and advertisements as it reflects the Norwex Ideology and encourage you use it as Norwex may reasonably direct in its sole and absolute discretion. To the extent authorised by Norwex in its sole and absolute discretion, you may use the Norwex Logo in conjunction with this branding message because this trade mark strongly communicates the company mission.

The following are the messages that the Norwex customers should get from the “improving quality of life” tag line and Norwex Logo in the marketplace and should be the message that Independent Sales Consultants should communicate with customers when trying to make sales of Norwex Products:

- Water, in itself, is natural and pure.
- Norwex specially formulates its personal care line and cleaning products to use only water.
- The rings symbolise that improving the environment is spreading worldwide like movement of ripples in water.

ANY AND ALL USE OF THE NORWEX MARKS MUST BE IN STRICT COMPLIANCE WITH THE GUIDELINES SET FORTH IN SECTION 1 ABOVE, ENTITLED “USE OF THE NORWEX TRADEMARKS, TAG LINES AND LOGOS” AS WELL AS ANY GUIDELINES POSTED BY NORWEX IN THE NORWEX CONSULTANT SERVICES WEBSITE AND ANY OTHER DIRECTIVES OR GUIDELINES THAT MAY BE PROVIDED BY NORWEX FROM TIME TO TIME.