

# Social Media Policy for Direct Sellers- Dazz Tech Private Limited

Company Name: Dazz Tech Private Limited | Brand: Palpable and other company-owned brands

## 1. Purpose

This policy is mandatory for all Independent Direct Sellers of Dazz Tech Private Limited. Its objective is to ensure that the brand image of Dazz Tech Private Limited and its brands (including Palpable) remains intact on social media and that we fully comply with the Direct Selling Rules, 2021, issued by the Government of India.

## 2. Legal Compliance & Ethics

- \* No Misleading Claims: According to the rules, you cannot make any claims about any product that have not been verified by the company.
- \* Identity Disclosure: It is mandatory to clearly state Independent Direct Seller - Dazz Tech Private Limited on every profile and post. You must not represent yourself as an employee or officer of the company.
- \* Truthful Incentives: Under the Direct Selling Rules, promising "false incentives" or dreams of "becoming rich overnight" to recruit new members is a legal offense.

## 3. Product & Health Guidelines

- \* Medical Claims Prohibited: Do not promote any product as a cure, treatment, or prevention for any disease.
- \* Authentic Reviews: Share only truthful testimonials. Posting fake reviews is a violation of the Consumer Protection Act.
- \* Mandatory Disclaimer: Every product post must include the following disclaimer:  
These products are Proprietary Ayurvedic Medicines, Herbal Formulations, or Wellness/Food Products. They are not intended to diagnose, treat, cure, or prevent any disease, and should not be used as a substitute for professional medical advice.

## 4. Earnings & Financial Transparency

- \* Prohibited Sharing: Sharing bank screenshots, income checks, or tax documents is strictly prohibited.
- \* Effort-Based Income: Always emphasize that earnings are dependent on hard work and product sales, not merely on recruiting people.
- \* Standard Earning Disclaimer: Every business opportunity post must include:
  - > "Income is based on sales performance and individual effort. There is no guarantee of fixed earnings."
  - >

## 5. Consumer Privacy & Data Protection

- \* No Unsolicited Messages (Anti-Spam): Do not engage in bulk messaging or WhatsApp spamming without permission. Respect customer privacy as per the 2021 Rules.

\* Consent: It is mandatory to obtain Written Consent from a customer before sharing their photo or feedback.

## **6. Intellectual Property & Branding**

\* Brand Assets: You may only use official brand logos and marketing materials provided by the company. Changing the color, font, or design of the logo is strictly prohibited.

\* No Direct Selling Name Squatting: You cannot create any website domain, social media page, handle, or channel using the official name "Dazz Tech Private Limited" or any of its brand names (including Palpable) without prior written consent from the company.

## **7. Forbidden Marketing Tactics**

\* Paid Ads Restriction: Running paid advertisements (Google, Facebook, Instagram, or YouTube) using the company name "Dazz Tech Private Limited" or any of its brand names (including Palpable) without a valid written NOC from the company is strictly prohibited.

\* Negative Comparison: Do not sell or promote your products by disparaging, running down, or making false/negative comparisons with the products of any other company.

\* E-commerce Platforms: Listing or selling products on Amazon, Flipkart, Meesho, or any third-party e-commerce site is a severe violation of both the Consumer Protection (Direct Selling) Rules, 2021 and Company Policy.

## **8. Monitoring, Penalty & Termination**

Dazz Tech Private Limited conducts social media auditing. In case of policy violation:

\* Level 1: Immediate warning to remove the post.

\* Level 2: Holding of commissions or temporary suspension.

\* Level 3: Termination of the Direct Seller Agreement and potential legal action.

## **9. Non-Transferability**

"The rights, benefits, and obligations granted to the Independent Direct Seller under this agreement are personal to the individual and are strictly non-transferable. The Direct Seller shall not assign, sell, lease, or transfer their Direct Seller ID, account, or any associated interests to any third party without the prior express written consent of Dazz Tech Private Limited. Any attempt to transfer the account in violation of this clause shall be considered a material breach of contract, leading to immediate termination of the ID and forfeiture of all associated commissions or benefits."

## **10. Approval & Support**

Before posting any new creative, video, or ad campaign, please obtain approval here:

\* Grievance Support: [grievance@dazzkart.com](mailto:grievance@dazzkart.com)