

# Lyconet

## Code of Ethics

Version: 08 | 2022



We make  
people  
successful

Lyconet Vision



At Lyconet we empower the people by working together, having fun and creating the most successful marketing community in the world.

**Lyconet Mission**

# Marketing at Lyconet means...

- ... communicating and informing.
- ... establishing contacts and maintaining relationships.
- ... sharing experiences and adventures.
- ... joining forces to become successful!

# As a Lyconet Marketer...

- ... I always act in a professional manner.
- ... I treat other Lyconet Marketers with respect and consideration.
- ... I do not speak of Lyconet, its employees and other Marketers in a dismissive and patronizing manner.
- ... I act in accordance with the regulations set out in the Lyconet Marketing Agreement and any other legal provisions.
- ... I immediately inform Lyconet of any known breach of these guidelines by another Marketer.

# How I present myself as a Lyconet Marketer to the world

## Dos

- ✓ I introduce myself as an independent Lyconet Marketer.
- ✓ I only focus on the products and services that relate to the Lyconet business model and the Benefit Program.
- ✓ I immediately inform my regional office if I am in contact with large retail companies (with more than 10 branches or 100 employees).
- ✓ I only approach people of age to inform them of the Lyconet business model.

## Don'ts

- ✗ I do not create the appearance that I am an employee of Lyconet or any of its affiliated companies.
- ✗ I do not recommend or promote (whether verbally or in writing) memberships or products of other marketing companies.
- ✗ I do not hold negotiations with large retail companies.
- ✗ I do not approach underage people and inform them of the Lyconet business model.

# What I communicate

## Dos

- ✓ I share my personal experiences with others.
- ✓ I speak of the success that can be achieved through hard work and dedication.
- ✓ I give a realistic depiction of my lifestyle and success.
- ✓ I accurately describe the potential earnings and point out that the Income Disclosure Statement is available at [www.lyconet.com](http://www.lyconet.com).

## Don'ts

- ✗ I do not create the appearance that Lyconet Marketers do not need to work for their success.
- ✗ I do not speak of passive income in regard to the earnings that a Lyconet Marketer can receive.
- ✗ I do not guarantee success or depict the potential earnings in a misleading or incorrect manner.

# How I communicate

## Dos

- ✓ I only ever use the communication materials approved by Lyconet in the version published on [www.lyconet.com](http://www.lyconet.com).
- ✓ I verify whether the materials I am using match the version currently available on [www.lyconet.com](http://www.lyconet.com).
- ✓ I refrain from using corporate logos belonging to Lyconet or any of its affiliated companies or brands (such as myWorld, Child & Family Foundation, Greenfinity Foundation as well as logos from Loyalty Merchants or other cooperation partners).

## Don'ts

- ✗ I do not create my own materials for establishing and expanding my Organization.
- ✗ I do not use outdated communication materials or documents that were not created by Lyconet.
- ✗ I do not use logos from Lyconet or any of its affiliated companies and brands either on print materials or online.

# How I promote products and services

## Dos

- ✓ I carefully and correctly explain the business opportunities presented by Lyconet when talking to new potential Marketers.
- ✓ I point out that no one is obliged to purchase services or products to become a Lyconet Marketer.
- ✓ I use the documents provided by Lyconet to outline and explain the benefits and proper use of the products and services in a truthful manner.

## Don'ts

- ✗ I do not issue false promises in regard to the Lyconet business model.
- ✗ I do not force interested parties into buying products and services.
- ✗ I do not create my own sales materials for products and services that relate to Lyconet and the Benefit Program.

# How I use social media channels

## Dos

- ✓ I always ensure that the official website ([www.lyconet.com](http://www.lyconet.com)) and the respective official social media channels are linked and used as a reference and inspiration for my own social media posts about Lyconet.
- ✓ I immediately contact Lyconet if negative comments or content regarding the company are being published.

## Don'ts

- ✗ I do not spread information about Lyconet without verifying the source and validity of the content.
- ✗ I do not share information about Lyconet that did not originate from Lyconet's official social media channels.
- ✗ I do not react to negative comments or content regarding Lyconet without informing Lyconet in advance and receiving their explicit consent.

# How I use social media channels

## Dos

- ✓ I introduce myself as an independent Lyconet Marketer.
- ✓ I mention my own experiences with the Lyconet business as well as the products and services that relate to the Lyconet business model and the Benefit Program.
- ✓ I establish contacts and inform interested parties about Lyconet.
- ✓ I only use images and logos for my profile and website that I created myself.

## Don'ts

- ✗ I do not use trademark protected logos from Lyconet or its affiliated companies and brands.
- ✗ I do not use trademark protected names and brands from Lyconet or its affiliated companies and brands for my own sites or groups.
- ✗ I do not spread false or incorrect information on the products and services that relate to the Lyconet business model and the Benefit Program.
- ✗ I do not make misleading or incorrect statements regarding a Lyconet Marketer's potential income.

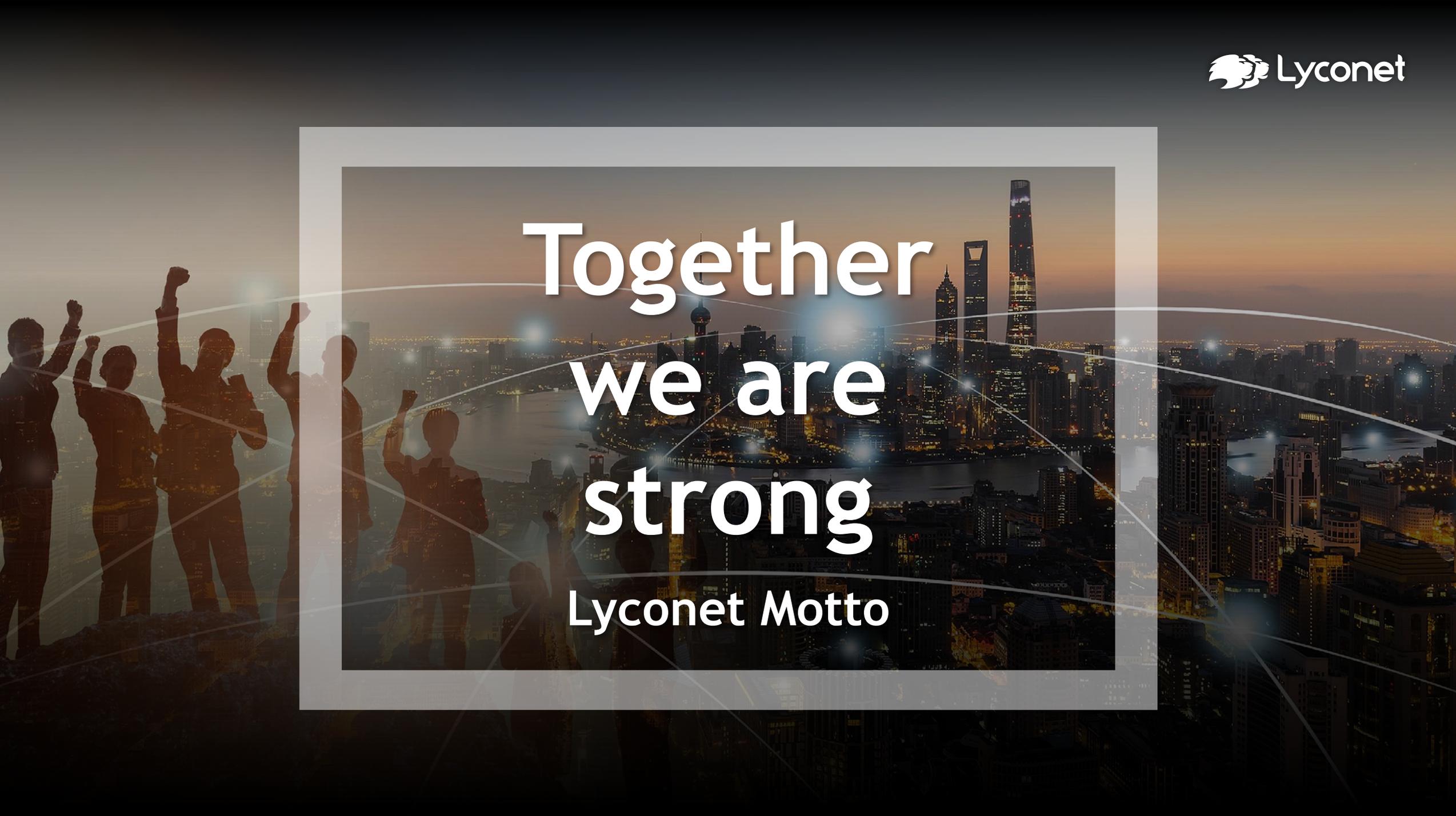
# How I adhere to the data protection and privacy regulations

## Dos

- ✓ I keep my personal login details for [www.lyconet.com](http://www.lyconet.com) confidential.
- ✓ I only ever use my own personal login details.
- ✓ I observe the confidentiality of any Lyconet trade secrets.

## Don'ts

- ✗ I do not handle my personal login details irresponsibly.
- ✗ I do not use the login details of other Marketers, customers or Loyalty Merchants.
- ✗ I do not share confidential business information with others.
- ✗ I do not get in contact with any print or online media outlets to discuss Lyconet without first receiving Lyconet's explicit consent.



Together  
we are  
strong

Lyconet Motto