**OFFICIAL NETIQUETTE GUIDELINES**

First Vita Plus Marketing Corporation

Policy Statement 10 Oct 2020

**1 INTRODUCTION**

**ONLINE ETIQUETTE**, or **NETIQUETTE**, is a certain practice that helps us deal with others on the Internet properly. It is so much more different than personal communication with anyone. Nuances in tone are lost to online readers. Indicators that describe your mood or intent are not seen or heard by the person you are communicating with.

We need to learn online etiquette if we intend to be successful in our communications online, because the internet is a world wide web or space of people with varied cultures, languages, points of views, backgrounds, and situations.

We use so many different platforms for multiple purposes at the same time --- online articles, blogs, comments on blogs, social networks, podcasts, emails, articles and newsletters, interacting with billions of people everyday.

And these platforms are global. This means you might be talking to someone that uses words and systems differently from you and a conventional or traditional business.

So, for the purpose of uniformity and universal understanding, First Vita Plus Marketing Corp. uses the following online user guidelines in the implementation of its online business-building activities.

1.1 **DEFINITION OF TERMS** (in FVP parlance)

**PARLANCE** – (*noun)* a way or manner of speaking; specific vernacular

**FVP DEALER** – (*noun)* Any interested individual 18 years old and above may become a FIRST VITA PLUS MARKETING CORPORATION (FIRST VITA PLUS) Dealer by purchasing a FIRST VITA PLUS Power Pack and duly accomplishing and signing the required Dealer Information Sheet.

By signing the Dealer Information Sheet, the Dealer affirms that he/she has read and fully understood the provisions of the FIRST VITA PLUS Rules and Regulations (Rules). The Dealer likewise affirms and agrees to be bound by the terms and conditions issued by FIRST VITA PLUS, as well as all existing FIRST VITA PLUS internal policies.

Also known as **BUSINESS ASSOCIATE** (B.A.)

**MRP** – *(noun)* Mandatory Retail Price; only prescribed selling prices of First Vita Plus products, used for selling, buying, or otherwise marketing of First Vita Plus products

**MANDATORY** – *(adjective)* authoritatively ordered; obligatory; compulsory; *Law*. permitting no option; not to be disregarded or modified

1.2 **AUTHORIZED FVP PARLANCE**

The following FVP parlance and/or terminology can or cannot be used when engaging in the online marketing activities for FVP:

|  |  |
| --- | --- |
| **CAN USE** | **CANNOT USE** |
| Dealer  Distributor | Agent  Member |
| No Membership  No Membership Fees | Free Membership  Free Membership Fees |
| Dealership | Membership  Reseller Program |
| MRP | SRP  Other pricing options/structures for FVP products |
| On product benefits:  May help enhance..  May enhance…  May supplement…  May help boost…  No therapeutic claims.. | Cures..  For curing...  Will cure…  Other product claims |
| On product promos:  Only company-approved/announced product or sales promos;  “I am a registered FVP Dealer. If you order from me, you will get an extra box of\_\_\_\_\_\_\_\_”  “Become an FVP Dealer for only \_\_\_\_\_\_\_\_\_\_, and learn how you earn as much as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ per month.” | “Reseller for only P2,200.00.”  “Be an online seller for only P2,200.00…”  “Buy 3 boxes for only P2,000.00”  Other promo bundles below MRPs. |

**2 RULES & REGULATIONS**

2.1. Only FIRST VITA PLUS-approved parlance, literature and materials can be distributed online. Creation, development, design, and social media posting of own marketing material, re FVP business, may be allowed as long as they conform to authorized FVP parlance, as indicated in item 1.2. above. Posting, reposting and/or sharing of existing FIRST VITA PLUS-approved materials are allowed as long as they are faithful copies of the original.

2.2. FVP Dealers should not, in any way, deviate nor allow for any discrepancies from the official Marketing Plan of First Vita Plus. (See Dealer Rules &Regulations #11.3.)

2.3. Only approved MRPs of FVP products shall be posted online.

2.4. Only official product bundles and product names may be marketed online, i.e. Booster Pack.

2.5. First Vita Plus **PROHIBITS** the selling, and/or display/posting of other consumer

products whether intended for retail selling, or multi-level marketing (MLM), etc, and **other consumer products** **available for sale** on their respective social media accounts, eCommerce sites, and other online selling platforms.

2.6. Personal Testimonials referring to First Vita Plus products and business programs must have the approval, authorization and permission of the owner of the testimonial before posting or sharing his or her story on social media, or any form of marketing collateral.

It is absolutely essential that the FVP Dealer should personally know or is personally acquainted with the owner of the testimonial before posting or sharing his or her story on social media, or any form of marketing collateral.

Sharing or Posting personal testimonials referring to First Vita Plus products and business programs without approval, authorization and permission, makes the FVP Dealer completely liable and accountable for all possible repercussions and/or consequences that may arise from his or her post.

Personal Testimonials referring to First Vita Plus products and business programs composed and shared by the owner himself/herself must understand that sharing his or her story on social media platforms and other media platforms will enable social media users to unlawfully use the material or pass on his or her social media post uncontrollably. Hence, it is agreed and understood by the owner that he or she **RELEASES, WAIVES** and forever **DISCHARGES** **FIRST VITA PLUS MARKETING CORP.**, a corporate duly existing under and by virtue of Philippine laws, with business address at 2nd Floor, SUNTREE TOWER, 13 Meralco Avenue, Ortigas Center, Pasig City, represented by owners and officers, from any and all criminal, civil and/or administrative liability, contingent or otherwise, arising from this circumstance.

(See Guidelines For The Use Of First Vita Plus Testimonials, released in April 2019.)

2.7. All First Vita Plus Dealers found to be providing and/or supplying First Vita Plus products below MRP to Online Platforms or eCommerce Sites (such as, but not limited to, Lazada or Shopee), or otherwise connected in any manner, directly or indirectly, including being with or associated with other suppliers and consignors of said Online Platforms or eCommerce Sites, shall be UNILATERALLY terminated immediately.

First Vita Plus DOES NOT condone nor recognize the posting and marketing of First Vita Plus products below MRP on any Online Platform.

**3 ADMINISTRATIVE REGULATIONS**

3.1. FIRST VITA PLUS reserves the right to impose the appropriate penalty to any Dealer violating these said guidelines, rules and regulations for the business of online selling.

3.2. Due process shall be afforded all First Vita Plus Dealers in all proceedings following any show of violation and/or commitment of any act indicated herein.

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| FIRST VITA PLUS MARKETING CORP. |  |
|  | Approved by:  **RHODORA TACTACAN TUMPALAN**  President & CEO |

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