

## **DR. NATURE'S ADVERTISEMENT POLICY**

We at Dr. Nature Wellness Private Limited (the "DR.NATURE") are engaged in the business of direct selling of health supplements, beauty wellness, and other FMCG products directly to the consumer through the DR. NATURE WELLNESS ASSOCIATES.

The DR.NATURE also operates and facilitates the sale of products through its website namely [www.drnaturewellness.com](http://www.drnaturewellness.com) (the "Website").

DR.NATURE seeks to inform all the individuals, entities, organizations, its Wellness Associates and consumers, interested in Dr. Nature, should be go through the terms and conditions of the Advertisement and Literature Policy of DR.NATURE.

DR.NATURE advertising Policies provide guidance on what type of ads contents are allowed. When advertises places an order, each ad is reviewed in accordance with this policy and it certain list of prohibited content.

### **OBJECTIVES FOR DR. NATURE'S ADVERTISEMENT POLICY**

DR.NATURE intends to create suitable conditions for a regime where unauthorized advertisement is discouraged and legal advertisement is encouraged by making the Healthy advertisement Policy.

#### **Policy Applicability**

This Policy is applicable upon all Dr Nature Wellness Associates, Authorities and Employees of the company.

#### **Laws Applicable**

The Consumer Protection Act, 2019, the Consumer Protection (Direct selling) Rules, 2021, or Any other Law time being in force in India.

#### **Definition of Advertizement**

"**Advertisement**" means any audio or visual publicity, representation or pronouncement made by means of any light, sound, smoke, gas, print, electronic media, internet or website and includes through any notice, circular, label, wrapper, or Brochures, literature or other document.

The advertisement can be done through social/print media or any documents, Print

Media, Electronic Media, or Physical demonstration and includes Videos, Images, Printed Papers, Labels, Banners, Prospectus, Social/print media or any documents Post, etc.

### **Policy Coverages**

All social/print media or any documents, Print Media, Electronic Media, or Physical demonstration and includes Videos, Images, Printed Papers, Labels, Banners, Prospectus, Social/print media or any documents Post, etc.

### **Subject of the Policy**

The advertisement review system reviews ads for violations of our Advertising Policies. The review process may include specific component with respect to ad, images, videos, text and other targeting information as well as other ads associated with the Dr Nature Wellness Private Ltd.

### **Guidelines for Healthy Advertisement or Literature**

1. Trademark/Logo of the Dr Nature Wellness , should be used as per actual size and font design and color with the prior permission of the company.
2. Advertisement should be fair, simple and understandable to the public.
3. Vernacular Languages may be added but English/Hindi is compulsory.
4. All advertisement shall be under review and approval of the company.

### **Process & Rules**

#### **A. Connect with Consumer/Public!**

- Every Dr Nature Wellness Associate, Employee shall Consistent with Dr. Nature wellness Code of Conduct, and he/she must be respectful to others when conducting business on behalf of Dr. Nature wellness or when they identify or could be identified as a Dr. Nature wellness Associate/employee
- Every Dr Nature Wellness Associate, Employee should remember, even when you are on a personal account, your social/print media or any documents activity could be seen by customers or potential customers, so you should treat every interaction on social/print media or any documents as if you are dealing with a potential customer.
- Dr. Nature wellness has zero tolerance for racism, bigotry, misogyny, express

or implied threats of harassment or physical harm, or hate speech. “Hate speech” includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people based on a protected classification. This can include race, ethnicity, nationality, religion, sexuality, caste, gender or disability. For example, speech that dehumanizes, ridicules, or condones or promotes violence against a protected class of people is hate speech.

**B. Privacy**

- Everyone is prohibited from sharing customer or other Dr Nature Wellness Associate’s personally identifiable information on external social/print media or any documents sites. For example, if you engage with a customer about a complaint or order issue on social/print media or any documents, you should not include any identifying information about that person or their order (e.g., order number) in your posts.
- As a rule, you should never post personal information about someone else on social/print media or any documents without their permission. This could cause damage to that person, to your reputation and relationships, and to Dr. Nature wellness, and could even result in lawsuits.

**C. Abundant clarity and Transparency**

- All the details about Dr. Nature wellness or its product or any information on advertisement, shall be disclosed with Abundant clarity and Transparency.

**D. Compliances with Law and Code of Conduct**

- To avoid violating trademark, copyright or publicity rights, All the Dr. Nature Associates do not post/write images or other content without the consent of those who own or appear in the media.
- Dr. Nature Associates are also personally responsible for complying with any terms of the social/print media or any documents platform they are using. These terms differ across platforms, and can include detailed community standards. Dr Nature familiarize them with the terms and standards for each platform they use.

## Liability

- Dr Nature Associates are suggested to make sure that they're engaging in social/Print media conversations in the the right way. Your communications should typically reflect your area of expertise, particularly if you are communicating with a customer or otherwise about or on behalf of Dr. Nature wellness. If you encounter customer questions or issues on social/print media or any documents, contact [socialmedia@drnaturewellness.com](mailto:socialmedia@drnaturewellness.com) for review and support.

## TERMS AND CONDITIONS:

All the advertisements are subject to the review and approval of the DR.NATURE. The DR.NATURE reserves the right to reject or remove any advertisement at their sole discretion for any reason. The DR.NATURE also reserves the right to request modifications to any advertisement, and to require factual substantiation for any claim made in an advertisement.

1. The advertisements must not infringe the intellectual property, privacy, publicity, copyright, or other legal rights of any person or entity. The advertisements must not be false, misleading, fraudulent, defamatory, or deceptive.

## Prohibited Content

- **Illegal product:** The adverts shall not facilitate or promote any illegal content. Adverts targets need to be there to not promote the products, services which has been considered inappropriate. Illegal or unsafe or mislead any of the target group
- **Tobacco and other related product:** Advertisement shall not promote the sales of use of any of the tobacco product and any of the products that shall result in smoking and other related concerns.
- **Adult Content:** The advertisement shall not contain any adult contain such as sexually suggestive content, vulgarity, etc
- **Unsafe substances:** The advertisement must not promote the sale in relation to the unsafe drugs or any other products which are not safe to use.
- **Third party infringement:** The advertisement shall not contain any content

that shall infringes or violates any of the third-party right that may include with copyright, trademark, privacy, publicity or other proprietary rights.

- **Misinformation:** The advertisement shall not contain any information which has been misleading, false or induce consumer to buy any product on account of trust of it.
- **Cheating and deceitful practices:** The content of the advertisement shall not promote products or designs that induces the customer to engage in some cheating and deceitful practices.
- **Health:** The advertisement shall not contain or attempt to generate any negative image in respect to health-related products.
- **Personal attributes:** The advertisement shall not contain the content that asserts or implies personal attributes. This will comprise of direct or indirect associations or implications in respect to race, religion, belief, gender identity, physical or mental health.
- **Bully, harass or threaten violence:** The advertisement shall not bully, harass or threaten violence against anyone on or outside of social/print media or any documents. If you find yourself in a disagreement on social/print media or any documents, use a respectful tone or disengage.
- **Controversial Content:** The advertisement shall not contain content that exploits crises or controversial political or social issues for any commercial purposes.
- **Multi-level marketing:** Those advertisement that promote income opportunities need to describe the associated product or business model and not necessarily promote the business models of offering quick money for some amount of investment including multi-level marketing opportunities.
- **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954:**  
No person shall take any part in the publication of any advertisement referring to any drug in terms which suggest or are calculated to lead to the use of that drug for –
  1. The procurement of miscarriage in women or prevention of conception in women; or
  2. The maintenance or improvement of the capacity of human beings for sexual pleasure; or

3. The correction of menstrual disorder in women; or
4. The diagnosis, cure, mitigation, treatment or prevention of any disease, disorder or condition specified in the schedule of the Act, or any other disease, disorder or condition.

### **Things you should know**

- Advertisers are responsible for understanding and complying with all applicable laws and regulations. Failure to comply may result in a variety of consequences, including the cancellation of adverts you have placed and termination of your account /DR. NATURE ASSOCIATE code
- We reserve the right to reject, approve or remove any advertisement for any reason, in our sole discretion, including ads that negatively affect our relationship with our users or that promote content, services or activities, contrary to our competitive position, interests or advertising philosophy.
- It is hereby clarified that that Advertisers will comply with all the provisions of the Act and the rules made thereunder. Further, it is agreed that the Advertisers shall be solely responsible for any penalty or any action taken by the governmental authorities for non-compliance with the Act and the rules made thereunder.
- These policies are subject to change at any time without notice.

### **Related Policies and Consequence of Violations**

All Dr Nature Wellness Associates/Employee of the company, are expected to adhere to this policy on social/electronic and print media, including but not limited to Twitter, LinkedIn, Instagram, Facebook, WeChat, YouTube, Flickr, Twitch, blogs, wikis or any other tool or service that facilitates interactions over the internet.

This policy supplements other a Dr. Nature's policies and standards, including the Dr. Nature wellness private Limited Code of Conduct Policy.

Violation of Dr. Nature wellness policy in another forum, will not be accepted Dr Nature Wellness Associates /Employee who violate this or other Dr. Nature wellness

policies may be subject to disciplinary action up to and including termination in accordance with the applicable laws.

*For any additional questions or support, reach out to at :- [www.info@drnaturewellness.com](mailto:www.info@drnaturewellness.com)*

