

Hong Kong Direct Marketing Association

CODE OF ETHICS

The Hong Kong Direct Marketing Association has promulgated the following Code of Ethics for its members, in order to develop a productive and harmonious business atmosphere, within the framework of free enterprise. All members, including those who use direct marketing media and who create direct mail and marketing techniques, should adhere to and abide by this Code:

1. No one should knowingly transgress the legal or moral right of any individual or group of individuals.
2. When goods or services are offered, copy must be completely clear and honest. An offer must be set out in such a way that it can be easily understood by the reader.
3. Photography or artwork, when used, must as accurately as possible, illustrate the actual product. Where it is impossible to show the exact size of the product, dimensions should be stated in the text where applicable.
4. When price comparisons are used they must be factual and verifiable.
5. When testimonials or references are used, they must be from bona fide users of the products or services offered, and in the possession of the seller or be readily accessible for confirmation,
6. When the word 'guarantee' or any synonym is used, the terms of the guarantee must be clearly stated and adhered to.
7. When a bonus or gift item is offered conditionally on the purchase of another item, the conditions must be stated in easily legible type.
8. Merchandise must not be shipped by sellers or their agencies without authorization from the customer, unless it is done for product sampling purposes or as part of a continuity service.
9. When merchandise is offered "on approval" and an advance payment had been received, a refund statement must clearly indicate whether or not mailing, shipping or handling charges are included. Refunds must be made promptly upon receipt of a request.
10. Mailings that promote material that can be construed as pornographic, salacious, vulgar or offensive are unacceptable to, and will not be countenanced by, the Hong Kong Direct Marketing Association.

11. Should a person request that he is not mailed from a list owned by a member, the party should be removed from the list. Consumers who advise that they do not wish to be called in the future should be removed from the member's list.
12. Subject to acceptance of an unpaid order, goods offered from stock must be shipped within 30 days of receipt of order or the time limit as stated in the original order.
13. If contrary to '12' above, there is a delay in shipping goods, the customer must be advised in writing within 30 days of receipt of order, provided a proper method of communications is possible.
14. When sweepstakes, contests, lotteries or prizes are used to promote the sale of merchandise, the rules in each case must be clearly stated. All aspects of the promotion must be lawful under the provisions of local legislation.

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