

Updated: May 16, 2018



**Manual
Policies & Procedures**

For empowerment inspired by fashion, walk Du North

Table of Contents

Table of Contents	2
Terms used in this document:	3
Business Model	4
Distributor/Retailer Commitment	4
Distributor Code of Ethics	4
Recruitment & Mentorship	5
Customer Referral	6
Online Parties	6
Social Media	7
Social Media – for Distributors	7
Ordering	7
Processing Orders	7
On-Reserve Tax Exemption	8
Cancellation	8
Return & Exchange	9
Customer Return	10
Resignation	10
Termination	11

Terms used in this document:

Credit Coupon	signifies an amount owing to the Distributor to be applied towards the next order.
Coupon	signifies a code to be used on Du North orders.
Discount Coupon	signifies a reduced amount or percentage the Distributor may apply to their order due to a promotion.
Distributor	refers to the Independent Distributor.
Du North Designs Ltd	will hereinafter be termed “Du North”.
Policy	signifies Du North’s rules.
Procedure	describes what steps Du North will take to uphold the policy.
Product	refers to a physical product purchased, does not include promo items, or nonphysical items such as a Distributor website.
Promo Item	describes promotional items such as business cards, banners, mugs, car magnets, Distributor websites, or other similar items.
Refund	signifies monies returned to the Distributor or Customer and will be completed in same fashion as origin payment.
Retail Purchase	refers to a product purchase made by a customer at retail prices through the website or Distributor website.
Retailer	refers to a wholesale customer with a brick and mortar store.

3

Du North Designs Office and Warehouse Summer Hours

Monday to Thursday – 9am to 3pm, Friday 9am to 12pm MST - Saturday and Sunday – Closed

Alberta Statutory Holidays – Closed

- * New Years Day/January 1
- * Family Day/Third Monday in February
- * Good Friday/Friday before Easter
- * Victoria Day/Monday before May 25
- * Canady Day/July 1, except when it fall on a Sunday, then it is July 2
- * Labour Day/First Monday in September
- * Thanksgiving/First Monday in September
- * Remembrance Day/November 11
- * Christmas Day/December 25

Emails and Phone messages are generally answered within 24 business hours. These hours also apply to FB messenger.

3

Business Model

Policy

Du North operates within a multi-level business model. Distributors, should they so choose, will be provided an opportunity to build teams. Our terms specify that Distributors are restricted from selling other apparel. Distributors may be independent distributors for other types of products (I.E. makeup, fragrances, home) but may not sell another clothing or closely related product. Please contact us if you require clarification.

Please Note: It is the Distributor's responsibility to refer to his/her local laws regarding sales tax, business licenses and permits. Du North will NOT be held responsible for Distributors not abiding by local laws, policies, and guidelines.

Distributor/Retailer Commitment

Policy

Du North seeks to maintain a relationship with motivated Distributors. Distributors must attain the following sales targets to maintain Distributor status:

Purchase \$300/quarter of product to remain a Distributor; please note that our policy states it is a rolling 3-month period, which therefore means it will be 3 months from today's date.

NEW** You can combine your wholesale purchases with your commission totals. (eg. \$60 commission = \$300 retail sales.

Please Note: Your purchase amounts are calculated before Shipping & Taxes, after discounts, and do not include promo items.

Procedure

- Du North will calculate each Distributor's sales monthly and advise Distributors of any change in status;

Distributor Code of Ethics

Policy

Distributors agree to be bound by Du North Distributor's Code of Business Conduct and Ethics, which can be found on the Facebook Base Camp page and Darling's lounge. It is Du North's policy to conduct a full investigation into any reported offence against the Code of Business Conduct and Ethics. Should a Distributor be found to be in violation of the Code, they may be asked to resign as a Distributor for Du North, at the discretion of Du North.

Recruitment & Mentorship

Policy

It is Du North's policy to recruit new Distributors and encourage their continued success. Once a Mentor/Mentee Relationship has been established (Mentorship Acknowledgement for sent to Head Office), the Mentor is now eligible to receive payouts based on their Mentee's success.

LEVEL	MENTEE'S TOTAL SPEND (NET)	MENTOR PAYOUT
1	\$300	\$25 Credit
2	\$1250	\$50 Credit
3	\$2000	\$75 Credit
4	\$3000	\$100 Credit
5	\$4000	\$100 Credit
6	\$5000	\$100 Credit
7	\$7500	\$125 Credit
8	\$10000	\$150 Cash
9	\$12500	\$175 Cash
10	\$15000	\$200 Cash
11	\$17500	\$250 Cash
12	\$20000	\$250 Cash

If a Mentee changes to a new Mentor, their accumulated total will remain as is under the new Mentor. Once a Mentee has achieved Level 12, they CAN NOT reset to \$0 under a new mentor. Essentially, they have levelled out. The Mentor must maintain an active status to receive payouts. If a mentee falls inactive, they will be removed from the mentors list and a new acknowledgement form will need to be filled out for the mentee to be re-added to tracking.

Credits cannot be used in conjunction with other coupon codes. Tracking will be done Monthly; Credit Coupons will expire after 3 Months.

Procedure

- The Mentor Distributor fills out and signs the Du North Mentorship Program Acknowledgement Form (which can be found in the files tab on the Base Camp Facebook page and in the Darling's Lounge).
- The Mentor Distributor must provide the Du North Mentorship Program Acknowledgement Form to the new Distributor to sign.
- The Mentee Distributor must email the completed form to documents@dunorthdesigns.com.
- Credit will be issued to the Mentor Distributor within 7-10 business days of monthly tracking.

Recruitment

- Du North Designs is all about encouraging and empowering other women to be strong and successful. If you recruit someone to join the Du North Team, we want to reward you! Fill out a recruitment form with all pertinent information. Once it has been confirmed by Head Office you will receive \$10 Darling Dollars and your recruit will receive \$5 Darling Dollars.
- The existing Distributor must have an active status. Credits cannot be used in conjunction with other coupon codes. Coupons will expire after 3 months.
- If your recruit is to be a mentee as well, the Mentorship Acknowledgement form must also be filled out.

Additional Mentorship and Recruiting Forms

- Mentor Change Authorization Form (can be found in the files tab on Base Camp)
- Mentee Upline Agreement (to be filled out by the mentor should the mentor retire, form is sent out by documents).
- Recruitment Form

Customer Referral

Policy

The Distributor will receive a cash payout via PayPal (minus fees and taxes) or a Coupon Credit for the full amount for any retail purchases where the customer makes a retail purchase through a distributors referral URL. Du North will issue cash or credit payouts for 20% of the purchases, excluding promo items, shipping & taxes and Certain Coupon Codes.

Procedure

- You can check for referrals in your Darlings Lounge;
- Du North will issue a cash payout for 20% of retail product purchases that are subject to referrals, excluding promo items, shipping & taxes.
- Please email info@dunorthdesigns.com to let them know if you wish to receive credit coupons for your referral commissions.

Online Parties

Policy

It is Du North's policy to support our Distributors in selling their product. We will process credit coupons for online parties at 20% for Distributor and 10% for the host. The credit coupons will be calculated on all retail product orders completed at the online party, excluding promo items, shipping & taxes.

Procedure

Please Note: It is the Distributors responsibility to ensure correct procedure is followed.

- Distributors must advise Du North at info@dunorthdesigns.com of intent to host an online party;
- Distributors must advise of start and end date of the party as well as the host name and email;
- Du North will provide a \$0 coupon which each attendee must use when checking out;
- The Du North warehouse will ship each order to the customers individually. The Distributor will not need to process/handle these orders themselves;
- Once the last order has been shipped, Du North will calculate and issue the credit coupons within 10 business days;

Social Media

Policy

Du North is active on several social media platforms. The creation and maintenance of Distributor's social media platforms is solely the responsibility of the Distributor however, the information and products MUST reflect those of Du North, comply with all Policies & Procedures, Terms & Conditions, and Code of Ethics.

Social Media – for Distributors

Policy

Du North utilizes Facebook as a platform for marketing and sales. Du North suggests that every Distributor set up a Facebook page. Facebook page(s)/group(s) should reflect a Distributors' name to differentiate Distributors one from another.

I.E.: Du North Designs by Jane

In the event a Distributor's agreement is terminated, whether initiated by the Distributor or Du North, the Distributor is responsible for removing all social media platforms within 7 days of confirmation of termination. Posts to the social media page(s)/group(s) must cease immediately.

Ordering

Policy

Du North firmly believes in equality and fairness. Du North fills orders in the chronological order that they are received, and payment has been confirmed. Distributors wishing to receive their order sooner may choose the Fast Track option of \$75 CAD (approx. \$55 USD) which will have their order filled first and shipped via faster route options.

- Wholesale orders have a minimum requirement of \$75 wholesale pricing after all discounts and credits, excluding promo items, shipping & taxes;
- Any order not within the minimum above will be subject to retail pricing.
- Distributors will receive free shipping on orders of \$750

Please Note: When placing a wholesale order, your cart will show retail pricing until you have reached the wholesale minimum.

Processing Orders

Policy

- Du North reserves 4-5 business days to process each confirmed order;
- Once parcels have shipped from the Warehouse, Du North maintains no responsibility for any delays due to the courier;
- Should there be any out of stock items when filling a Distributor or Customer order, Du North will issue a credit coupon;

- Distributors may add a note to their order requesting substitutions instead of credits if so desired;
- For International orders, customs and brokerage fees are the responsibility of the Distributor;
- Keep in Mind the Warehouse ships Monday through Saturday and is closed on weekends and Alberta Statutory Holidays

Please Note: International orders are subject to customs regulations and screening. Du North provides all reasonable information to minimize delays, however Du North maintains no responsibility for any delays due to Customs.

On-Reserve Tax Exemption

Policy

Distributors who qualify for On-Reserve Tax Exemption within Canada must provide proof of on reserve residency (a PO Box address is not acceptable; a utility bill will generally show a service address), and treaty status. Orders must also be delivered to an “on-reserve” address.

Procedure

- Distributor submits a copy of their Treaty Status Card and proof of On-Reserve Address;
- Once Du North confirms the documents are accepted, the Distributor submits an order and places “Treaty Status on File” on the order;
- Du North will verify shipping address is to confirm “On Treaty” address, and updates the order;
- Du North will email the Distributor to confirm the order has been adjusted;
- Distributor submits EMT, PayPal, or a Credit Card to be processed in-store (must be accompanied by Credit Card Release);
- The order will be processed and shipped.

Please Note: Any order that is not shipped to the registered On-Reserve address, will not be adjusted. It is the responsibility of the Distributor to ensure any change in address is accompanied by appropriate paperwork and approved before placing their order.

Cancellation

Policy

All orders will be subject to cancellation fees as listed below:

- Any cancellation requests received within three (3) days of when order was placed are subject to a cancellation fee of 25%;
- Du North will not process any cancellations or refunds after the three-day period or once the order has shipped, whichever happens first;
- Any order cancelled within the first two (2) hours will not be subject to a 25% cancellation fee.

Procedure

- Distributors and Customers will need to advise Du North of cancellation request by email at info@dunorthdesigns.com **immediately**;
- Du North will confirm the request arrived within the required time;
- If the request is within the time-frame, Du North will cancel the order and refund the payment, less the cancellation fee, *if applicable*;
- If the request for cancellation is denied due to the policy above, Du North will advise the Distributor, and continue processing the order.

Return & Exchange

Policy

Du North inspects the products we ship to ensure they meet our standards, to the best of our ability. For any issues with an item, we offer a 30-day exchange for credit, limited to the following conditions. Returns are processed Wednesdays and Thursdays.

Returns **will be** accepted in the following circumstances and a credit coupon will be issued:

- Leggings: ○ Rips in the seam, crotch, leg, or anywhere in the fabric that is noticeable; ○ Small symmetrical holes (no snags);
 - Irregularities in pattern stamps or dye runs, not including prints that are misaligned at seams;
 - Sewing of the seam not correctly completed that affects the quality of the leggings; ○ Noticeable ink runs/spots that effectively ruin the appearance of the design; □ All other products:
 - Please refer to defect checklist which can be found on the Facebook team page.

Returns **will not be** accepted in the following circumstances:

- Smell;
- Obvious snags and tears, or signs of wear;
- Items that have been washed;
- Substituted Items;
- After the 30-day return period.

Procedure

- Distributors have 30 days from receipt of leggings, and three (3) days from receipt of all other product, to report a defect by completing the Return Materials Authorization (RMA) form and emailing a request for approval to return the merchandise at info@dunorthdesigns.com;

Please Note: This applies to regular merchandise. The Distributor website and Promotional product cannot be returned/exchanged, unless an error was made on custom promotional product by Du North or the printer.

Please Note: Returns will not be processed or approved if the RMA form is not complete, including order number.

- Du North will provide authorization to return the product, according to the information provided, and the return policy. Du North will email the authorized RMA to the Distributor;
- Once authorization to return the product has been granted, the authorized RMA must be printed and included in the return;
- Distributors will have 30 days to ship the product, along with the authorized RMA, to Du North at the Distributor's expense from the date of receipt of the order;
- Du North receives the return with the authorized RMA form, confirms the defects are covered under the returns policy, and approves the return;
- Du North will issue the credit coupon within 10 days of approving the authorized return, excluding shipping;
- If the return is not approved, the distributor will be contacted to arrange return of the item, at the Distributors expense.

No credit coupon will be issued if the proper procedure has not been followed.

Customer Return

Policy – for Distributors

This is at the discretion of the independent Distributors; however, all Distributors must offer a return process for their customers.

Please Note: Distributors must comply with the Return & Exchange policy and should formulate their policy with this in mind.

Resignation

Policy

Du North will accept resignation should a Distributor find that Du North is no longer a fit for their lifestyle. It is Du North's policy to complete a Distributor's resignation request within 14-days of the receipt of official notification. This gives Du North the opportunity to calculate any outstanding credits, referrals, commissions, incentives, etc., if applicable, as well as to remove these Distributors from social media platforms.

Du North **will not** be responsible for the Distributor's current product inventory and Du North will not purchase the product back, or allow to be sold to another Distributor;

Procedure

- Distributors must contact Du North at info@dunorthdesigns.com or in writing to PO Box 388 McLennan, AB T0H 2L0;
- Distributors must take down any social media pages, posts, advertisements, or other materials associating themselves with Du North within the time frame;
- Any Distributor website will be deactivated without refund within the 14-day period;
- Any commissions obtained after the resignation has been provided, and before Du North has completed closing the Distributors accounts will be paid to the Distributor;
- An email will be sent to the Distributor confirming the closure of their account and the credits, referrals, commissions, or incentives that apply.

Termination

Policy

Du North reserves the right to terminate a Distributor's ability to promote, sell, market or distribute for Du North should the Distributor not be in compliance to the current Policies & Procedures, Terms & Conditions, and Code of Ethics as they apply at the time of termination. At their discretion, Du North will terminate the relationship with the Distributor effective immediately once an offence or breach has been investigated and confirmed by Du North.

Procedure

- Du North will remove the Distributor from all Du North platforms, lists, google maps, etc.;
- Du North will convert the Distributor's account to a retail account, and the Distributor will no longer have access to any Du North hosted sites;
- The Distributor will be required to **delete** their business and/or social media pages and accounts;
- The Distributor will not be allowed to sell, market or distribute any product under the Du North name or brand;
- Du North will not be responsible for the Distributor's current product inventory and Du North will not purchase the product back, or allow to be sold to another Distributor;
- The Distributor will continue to be bound by the proprietary information as per the Code of Ethics;
- Any Distributor website will be deactivated without refund effective immediately.