



**Code of Business Conduct & Business Ethics**

**Yum Drops® Flavoring**

**For**

**Independent Sales Agents**

## **Introduction:**

This Code of Business Conduct and Business Ethics addresses a wide range of business practice issues. It does not attempt to address every issue that might arise but merely to state certain basic principles.

This Code is also a supplement to the Sales Rep agreement that includes its own set of rules, guide lines and regulations as it applies to Independent Sales Reps and Independent Sales Directors for the company. The Company expects all Sales Agents at every level, to conduct themselves in a professional manner and according to the basic principles in this Code. Violations of the standards in this Code will be subject to appropriate disciplinary action or termination.

### **1. Complying with Law**

All independent Sales Reps and Sales Directors referred to as Sales Agents should respect and comply with all applicable laws, rules and regulations of the U.S. and the states, counties, cities, provinces and other jurisdictions, in which the Company conducts business. A valid driver license and proper insurance is an example of anyone driving to conduct business.

The Company does not expect everyone to know all the details of these laws, rules and regulations, but it is important to know enough to determine when to seek advice as far as running and managing your own business.

Certain laws or legal principles are important. Particularly important are the federal, state and local laws concerning taxes for independent Sales Agents. As independent Sales Agents, you are governed by these same federal, state and local laws.

### **2. Yum Drops® Code of Conduct Philosophy**

**Do not treat people the way you like to be treated. Treat them the way they like to be treated instead. Code of conduct and ethics is a basic common sense approach. Be honest, Be Fair, Be Trustworthy. Say what you mean and do what you say.**

### **3. Conflicts of Interest**

All Sales Agents are not permitted to work with any company that sells, markets or distributes flavoring products or any products used as an additive or ingredient to enhance the taste of the products they are used in, as long as they are active and earning income as Sales Agent for the company.

### **4. Confidentiality**

From time to time, certain confidential information may be shared with Sales Agents about new products and new marketing components. You are expected to maintain that confidence.

### **5. Fair Dealing**

Each Sales Rep and Sales Director, employees should endeavor to deal fairly with the Company's customers, competitors, officers and employees and immediate supervisors. All Sales Agents fall under the responsibility of Director of Human Relations. No one should ever take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts or any other unfair dealing practice. Indignant behavior or demeaning attitudes towards company employees or customers will not be tolerated.

### **6. Protection and Proper Use of Company Assets**

All employees, officers and directors should protect the Company's assets and ensure their efficient use. All Company assets should only be used for legitimate business purposes.

### **7. Reporting Any Illegal or Unethical Behavior**

Anything illegal as defined in the eyes of the law or unethical in nature based on this code of conduct or governed by conventional wisdom pertaining to appropriate behavior as determined solely by the company are cause for immediate termination.

### **8. Sampling Products**

It is essential that you follow these rules of conduct when sampling and sharing products with everyone including family, friends, neighbors and associates. It's

even more critical with potential customers you do not know personally and just connected with.

Before you ever put Yum Drops® flavoring in someone's drink or beverage, you must always ask their permission first. It is recommended you do not ask for this permission until you've at first explained the product and the concept of flavoring drops. Then and only then can you share your samples, but only after you put it in your beverage, and taste it to show them how to use it properly and that you tasted it as well. You use it, taste it, and let them try it. No exceptions. Putting drops in someone's beverage without permission is grounds for immediate termination, no exception to this rule.

## **9. Termination**

As far as causes for termination outside of this code, see terms and conditions in our independent Sales Rep Agreement.

## **10. Amendment, Modification and Waiver**

This Code may be amended, modified or waived by the Board of Directors.

11. Reviewing the document and approving that you have read and understand the code of conduct and ethics is determined by you continuing on with the hiring process and filling out the sales enrollment form link that follows. Completing the sales enrollment form is the next required step in the process.

I have read and understand the code of conduct and ethics and yes I approve by sending in the complete sale enrollment form.

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