



**1300 Oliver Road Suite 200**  
**Fairfield, CA 95687**  
**707-449-4567**  
**support@myctfo.com**

## POLICIES AND PROCEDURES

### 1.0 INTRODUCTION

#### 1.1 Mutual Commitment Statement

Changing The Future Outcome, Inc. (hereafter simply “CTFO” or the “Company”) recognizes that in order to develop a long-term and mutually rewarding relationship with its participants (“Associate(s)”) and Customers, CTFO and these Associates must acknowledge and respect the true nature of the relationship and offer unified support to Customers.

- A. In the spirit of mutual respect and understanding, CTFO is committed to:
- I. Provide prompt, professional and courteous service and communications to all of its Associates and Customers;
  - II. Provide the highest level of quality products, at fair and reasonable prices;
  - III. Exchange or refund the purchase price of any product, service or membership as provided in our *Return Policy*;
  - IV. Deliver orders as promptly and accurately as possible;
  - V. Pay commissions accurately and on a timely basis;
  - VI. Expedite orders or checks if an error or unreasonable delay occurs;
  - VII. Roll out new products and programs with Associate input and planning
  - VIII. Implement changes in the Compensation Plan or Policies and Procedures that affect the Associate with input from the Associates;
  - IX. Support, protect and defend the integrity of the CTFO Associate opportunity;
  - X. Offer Associates an opportunity to grow with the Company through principles of Servant Leadership.
- B. In return, CTFO expects that its Associates will:
- I. Conduct themselves in a professional, honest, and considerate manner;
  - II. Present CTFO Corporate and product information in an accurate and professional manner;
  - III. Present the Compensation Plan and Return Policy in a complete and accurate manner;



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- IV. Not make exaggerated income claims or medical claims;
- V. Make reasonable effort(s) to support and train Associates and Customers in their downline;
- VI. Not engage in cross-line recruiting, unhealthy competition or unethical business practices;
- VII. Provide positive guidance and training to Associates and Customers in their downline while exercising caution to avoid interference with other downlines. As such, an Associate is discouraged from providing cross-line training to an Associate or Customer in a different organization without first obtaining consent of the Associate's or Customer's upline leader;
- VIII. Support, protect, and defend the integrity of the CTFO Associate opportunity;
- IX. Accurately complete and submit the Associate Agreement and any requested supporting documentation in a timely manner.
- X. Stay up-to-date on any and all changes to CTFO's Policies & Procedures

## **1.2 CTFO Policies and Compensation Plan Incorporated into the Associate Agreement**

- A. Throughout these Policies, when the term "Agreement" is used, it collectively refers to the CTFO Agreement, these Policies and Procedures, and the Company Compensation Plan.
- B. It is the responsibility of the Sponsoring Associate to provide the most current version of these Policies and Procedures (available on the CTFO website through your back office library) and the Company Compensation Plan to each applicant prior to his, her and/or its execution of an Associate Agreement.

## **1.3 Purpose of Policies**

- A. CTFO is a direct sales company that markets products through a network of business owners. To clearly define the relationship that exists between the Company and its Associates, and to explicitly set a standard for acceptable business conduct, CTFO has established these Policies and Procedures.
- B. CTFO Associates are required to comply with: (i) all of the terms and conditions set forth in the Associate Agreement, which the Company may amend from time to time in its sole discretion; (ii) all federal, state, and local laws governing his, her and/or its CTFO business; and (iii) these Policies and Procedures.
- C. CTFO Associates must review the information in these Policies and Procedures carefully. Should an Associate have any questions regarding a policy or rule, the Associate is encouraged to seek an



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answer from their Sponsor or any other upline Associate. If further clarification is needed, the Associate may contact the Support Center at 707-449-4567 or support@myctfo.com

#### **1.4 Changes, Amendments, and Modifications**

- A. Because federal, state, and local laws, as well as the business environment, periodically change, the Company reserves the right to amend the Agreement and the prices in its Product Price List in its sole and absolute discretion. Notification of amendments shall appear in Official Corporate Materials. ***This provision does NOT apply to the arbitration clause found in Section 12, which can only be modified via mutual consent.***
- B. Any such amendment, change, or modification shall be effective immediately upon notice by one of the following methods:
  - I. Posting on the official Corporate website;
  - II. Electronic mail (e-mail); or
  - III. In writing through the CTFO newsletters or other CTFO communication channels.

#### **1.5 Delays**

CTFO shall not be responsible for delays or failures in performance of its obligations when such failure is due to circumstances beyond its reasonable control. This includes, without limitation, strikes, labor difficulties, transportation difficulties, riot, war, fire, and/or weather, curtailment of a source of supply, or government decrees or orders.

#### **1.6 Effective Date**

These Policies and Procedures shall become effective as of August 22<sup>nd</sup>, 2019 (“Effective Date”) and, at such time, shall automatically supersede any prior Policies and Procedures (the “old Policies and Procedures”).

### **2.0 BASIC PRINCIPLES**

#### **2.1 Becoming a CTFO Associate**



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- A. To become an Associate, an applicant must comply with the following requirements:
- I. Be of the age of majority (not a minor) in his or her state of residence;
  - II. Reside or have a valid address in the United States, U.S. territory, Canada, UK, Ireland or Sweden;
  - III. Have a valid taxpayer identification number (i.e. Social Security Number, Federal Tax ID Number, ITIN, etc.)

## **2.2 New Associate Registration**

- A. A potential new Associate may self-enroll on the Sponsor's website. In such event, instead of a physically signed Associate Agreement, CTFO will accept the web-enrollment and Associate Agreement by way of one's submission of his, her or its "electronic signature." The electronic signature signifies that the new Associate has accepted the terms and conditions of the Associate Agreement. Please note that such electronic signature constitutes a legally binding agreement between you and the Company.
- B. CTFO reserves the right to require signed paperwork for any account, regardless of origin.
- C. If requested, the signed Associate Agreement must be received by the Company within ten (10) days of enrollment.
- D. Signed documents, including, but not limited to, personal Associate agreements, are legally binding contracts which must not be altered, tampered with or changed in any manner after they have been signed. False or misleading information, forged signatures or alterations to any document, including business registration forms, made after a document has been signed may lead to sanctions, up to and including involuntary termination of the Associate's position.

## **2.3 Rights Granted**

- A. CTFO hereby grants to the Associate a non-exclusive right, based upon the terms and conditions contained in the Associate Agreement and these Policies and Procedures, to:
- I. Purchase CTFO products and services;
  - II. Promote and sell CTFO products and services; and
  - III. Sponsor new Associates and Customers in the United States and in countries where CTFO may become established after the effective date of these Policies and Procedures.



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## **2.4 Identification Numbers**

- A. Each Associate is required to provide his or her Social Security Number, or Federal Tax Identification Number, if located in the United States or any of its territories, to CTFO on the Associate Agreement. CTFO reserves the right to withhold commission payments from any Associate who fails to provide such information or who provides false information.
- B. Upon enrollment, CTFO will provide an Identification Number to the Associate. This number will be used to place orders, structure organizations, and track commissions and bonuses.

## **2.5 Expiration of the Associate Agreement**

- A. Any Associate who is terminated by CTFO is not eligible to re-apply for an Associate position at CTFO any time, without expressed written consent of the Company.
- B. Any Associate who cancels their account, of their own choosing, will be eligible to re-apply for a CTFO Associate position six (6) months from the date of the cancellation of the Associate Agreement. Account inactivity does not apply toward the cancellation time period stated above.

## **2.6 Business Entities**

- A. A corporation, partnership, LLC, or trust (collectively referred to as a "Business Entity") may apply to be a CTFO Associate. This Associate business and position will remain *temporary* until the proper documents are submitted. The Business Entity must submit one of the following documents: Certificate of Incorporation, Articles of Organization, Partnership Agreement or appropriate Trust documents. Company must receive these documents within ten (10) days from the date the Associate Agreement was signed.
- B. A CTFO Associate may change their status under the same Sponsor from an individual to a partnership, LLC, corporation, trust or from one type of business entity to another.

## **2.7 Independent Business Relationship; Indemnification for Actions**

- A. The CTFO Associate is an independent contractor, and not a purchaser of a franchise or business opportunity. Therefore, each Associate's success depends on his, her or its independent efforts.
- B. The Agreement between CTFO and its Associates does not create an employer/employee relationship, agency, partnership, or joint venture between you and the Company.



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- C. A CTFO Independent Associate shall not be treated as an employee of CTFO for any purposes, including, without limitation, for federal, state or Provincial tax purposes. All Associates are responsible for paying local, state, federal and Provincial taxes due from all compensation earned as an Associate of CTFO. Any other compensation received by Associates from the Company will be governed by applicable U.S. or Canadian tax laws (or the tax laws of any other applicable jurisdiction). The Associate has no express or implied authority to bind CTFO to any obligation or to make any commitments by or on behalf of the Company. Each Associate, whether acting as management of a Business Entity or represented as an individual, shall establish his, her or its own goals, hours, and methods of operation and sale, so long as he, she or it complies with the terms of the Associate Agreement, these Policies and Procedures and applicable state, federal or Provincial laws.
- D. The CTFO Independent Associate is fully responsible for all of his, her or its verbal and written communications made regarding CTFO products and the Compensation Plan that are not expressly contained within official Corporate materials. Associates shall indemnify and hold harmless CTFO, its directors, officers, employees, product suppliers and agents from any and against all liability including judgments, civil penalties, refunds, attorney fees and court costs incurred by the Company as a result of the Associate's unauthorized representations or actions. This Provision shall survive the termination of the CTFO Associate Agreement.

## **2.8 Insurance**

- A. Business Pursuits Coverage. CTFO encourages Associates to arrange insurance coverage for their business. A homeowner's insurance policy does not cover business related injuries, or the theft of, or damage to, inventory or business equipment. CTFO Associates need to contact their insurance agent to make certain their business property is protected. In most instances, this may be accomplished with a "Business Pursuit" endorsement to an existing homeowner's policy.

## **2.9 Errors or Questions**

- A. If an Associate has questions about, or believes any errors have been made regarding commissions, bonuses, business reports, orders, or charges, the Associate must notify the Company in writing within thirty (30) days of the date of the error or incident in question. Any such errors, omissions or problems not reported within thirty days shall be deemed waived by the Associate.

## **3.0 CTFO ASSOCIATE RESPONSIBILITIES**

### **3.1 Correct Addresses**



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- A. It is the responsibility of the Associate or Customer to make sure CTFO has the correct shipping address before any orders are shipped.
- B. An Associate or Customer will need to allow up to thirty (30) days for processing after any notice of address change has been sent and subsequently received by the Company.

### **3.2 Training and Leadership**

- A. Any Associate who Sponsors another Associate into CTFO must perform an authentic assistance and training function to ensure his or her downline is properly operating his, her or its CTFO business. Sponsoring Associates should have ongoing contact and communication with the Associates in their downline organizations. Examples of communication may include, but are not limited to, newsletters, written correspondence, telephone, contact, team calls, voice-mail, e-mail, personal meetings, accompaniment of downline Associates to Company meetings, training sessions and any other related functions.
- B. A Sponsoring Associate should monitor the Associates in his or her downline organizations to ensure that downline Associates do not make improper product or business claims, or engage in any illegal or inappropriate conduct. Upon request, such Associate should be able to provide documented evidence to CTFO of his, her or its ongoing fulfillment of the responsibilities of a Sponsor.
- C. Upline Associates are encouraged to motivate and train new Associates about CTFO's products, effective sales techniques, the Company Compensation Plan and compliance with the Company Policies and Procedures.
- D. Marketing product is a required activity in CTFO and must be emphasized in all recruiting presentations.
- E. We emphasize and encourage all Associates to sell CTFO's products to Customers.
- F. Use of Sales Aids. To promote both the products and the opportunity CTFO offers, Associates must use the sales aids and support materials produced by the Company. If Associates develop their own sales aids and promotional materials, which includes Internet advertising, notwithstanding the Associates' good intentions, they may unintentionally violate any number of statutes or regulations affecting the CTFO business. These violations, although they may be relatively few in number, could jeopardize the CTFO opportunity for all Associates. Accordingly, Associates must submit all written sales aids, promotional materials, advertisements, websites and other literature to the Company for

### **3.3 Constructive Criticism; Ethics**

- A. CTFO desires to provide its independent Associates with the best products and Compensation Plan in the industry. Accordingly, the Company values constructive criticism and encourages the submission of written comments addressed to the Company Compliance Department.





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- B. Negative and disparaging comments by Associates about the Company, its products or Compensation Plan serve no purpose other than to dampen the enthusiasm of other CTFO Associates. Associates must not belittle the Company, other CTFO Associates, Company products, the Compensation Plan, or Company directors, officers, or employees, product suppliers or agents. Such conduct represents a material breach of these Policies and Procedures and may be subject to sanctions as deemed appropriate by the Company.
- C. CTFO endorses the following code of ethics:**
- I. As a representative of our company, all CTFO Independent Associates must show fairness, tolerance, and respect to **all** people, regardless of race, gender, social class or religion, thereby fostering a “positive atmosphere”, good morale and community spirit.
  - II. An Associate shall strive to resolve business issues, including situations with up-line and downline Associates, by emphasizing tact, sensitivity, good will and taking care not to create additional problems.
  - III. CTFO Associates must be honest, responsible, professional and conduct themselves with integrity.
  - IV. CTFO Associates shall not make disparaging statements about the Company, other Associates, Company employees, product suppliers or agents, products, sales and marketing campaigns, or the Compensation Plan, or make statements that unreasonably offend, mislead or coerce others.
  - V. CTFO Associates are to treat Company employees with respect. Any person(s) using abusive or threatening language toward a Company employee may be subject to disciplinary action up to termination.
- D. CTFO may take appropriate action against any Associate if it determines, in its sole discretion, that an Associate’s conduct is detrimental, disruptive, or injurious to the Company, its employees or to any other Associates.

### **3.4 Reporting Policy Violation**

- A. An Associate who observes a policy violation by another Associate should submit a written and signed letter of the violation directly to the Director of Compliance at [compliance@myctfo.com](mailto:compliance@myctfo.com). The letter shall set forth the details of the incident as follows:
- I. The nature of the violation;
  - II. Specific facts to support the allegations;
  - III. Dates;
  - IV. Number of occurrences;



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- E. All active Associates in good standing have the right to Sponsor and enroll others into CTFO. While engaged in sponsoring activities, it is not uncommon to encounter situations when more than one Associate will approach the same prospect. It is the accepted courtesy that the new prospect will be sponsored by the first Associate who presented a comprehensive introduction to CTFO products or business opportunity.
- F. A *Protected Prospect* is a guest of any CTFO Associate or Customer who attended a Company event or conference call. For forty (40) days following the event, a Protected Prospect cannot be solicited or sponsored by any other Associate who attended the same event. A Company event can be defined as the following:
  - I. Any CTFO training session;
  - II. Conference call;
  - III. Fly-in meeting; or
  - IV. Presentation, including but not limited to a CTFO at home presentation, whether sponsored by the Company, an Associate, a Customer, or an agent or agency designated by the Company.

### **3.6 Cross Recruiting Prohibition**

- A. "Cross recruiting" is defined as the enrollment into a different line of sponsorship of an individual, or Business Entity, that already has a signed Associate Agreement. Actual or attempted cross sponsoring is not allowed. If cross sponsoring is verified by the Company, sanctions up to and including termination of an Associate's business and position may be imposed.
- B. The use of a Spouse's or relative's name, trade names, assumed names, DBA names, corporation, partnership, trust, federal ID numbers, or fictitious ID numbers to evade or circumvent this Policy is not permitted.
- C. This Policy does not prohibit the transfer of a CTFO business in accordance with the Sale or Transfer Policy set forth in these Policies.

### **3.7 Adherence to the Company Compensation Plan**

- A. An Associate must adhere to the terms of the CTFO Compensation Plan as set forth in these Policies and Procedures as well as in official Company literature. Deviation from the Compensation Plan is prohibited.
- B. An Associate shall not offer the CTFO opportunity through, or in combination with, any other system, program, or method of marketing other than that specifically set forth in official Corporate literature.



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- C. An Associate shall not require or encourage a current or prospective Customer or Associate to participate in CTFO in any manner that varies from the Compensation Plan as set forth in official Corporate literature.
- D. An Associate shall not require or encourage a current or prospective Customer or Associate to make a purchase from or payment to any individual or other entity as a condition to participating in the Company Compensation Plan, other than such purchases or payments required to naturally build their business.

### **3.8 Adherence to Laws and Ordinances**

- A. Many cities and counties have laws regulating certain home-based businesses. In most cases, these ordinances do not apply to Associates because of the nature of the business. However, Associates must check their local laws and obey the laws that do apply to them.
- B. A CTFO Associate shall comply with all Provincial, federal, state, and local laws and regulations in their conduct of his, her or its CTFO business.

### **3.9 Compliance with Applicable Income Tax Laws**

- A. CTFO will automatically provide a complete 1099 Miscellaneous Income Tax form (non-employee compensation) to each US Associate whose earnings for the year is at least \$600 or who has purchased more than \$5,000 of Company products for resale, or who received trips, prizes or awards valued at \$600 or more. If earnings and purchases are less than stated above, IRS forms will be sent only at the request of the Associate, and a minimum charge of \$20 may be assessed by the Company. Canadian T-4's will be sent to Associates who earn more than \$500 or who received trips, prizes, or awards valued at \$500 or more. CTFO Associates are responsible for the payment of taxes on these trips, prizes, or awards provided to them by CTFO.
- B. An Associate accepts sole responsibility for and agrees to pay all Provincial, federal, state, and local taxes on any income generated as an independent Associate, and further agrees to indemnify the Company from any failure to pay such tax amounts when due.
- C. If an Associate's business is tax exempt, the Federal Tax Identification number must be provided to the Company in writing.
- D. CTFO encourages all Associates to consult with a tax advisor for additional information for their business.

### **3.10 One CTFO Business per Associate**



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An Associate may operate or have an ownership interest, legal or equitable, as a sole proprietorship, partner, shareholder, trustee, or beneficiary, in only one (1) CTFO business. No individual may have, operate or receive compensation from more than one CTFO businesses. Individuals of the same family unit may each enter into or have an interest in their own separate CTFO businesses, only if each subsequent family position is placed frontline to the first family member enrolled. A “family unit” is defined as Spouses and dependent children living at or doing business at the same address.

### **3.11 Actions of Household Members or Associated Parties**

If any member of an Associate’s immediate household engages in any activity which, if performed by the Associate, would violate any provision of the Agreement, such activity will be deemed a violation by the Associate and CTFO may take disciplinary action pursuant to these Policies and Procedures against the Associate. Similarly, if any individual associated in any way with a corporation, partnership, LLC, trust or other entity (collectively “Business Entity”) violates the Agreement, such action(s) will be deemed a violation by the Business Entity, and CTFO may take disciplinary action against the Business Entity. Likewise, if an Associate enrolls in CTFO as a Business Entity, each Associated Party of the Business Entity shall be personally and individually bound to, and must comply with, the terms and conditions of the Agreement.

### **3.12 Solicitation for Other Companies or Products**

- A. An Associate may participate in other direct sales, multilevel, network marketing or relationship marketing business ventures or marketing opportunities. However, during the Term of this Agreement and for **six (6) months thereafter**, a CTFO Associate may not recruit any CTFO Associate or Customer for any other direct sales or network marketing business, unless that Associate or Customer was personally sponsored by such Associate.
- B. The term “recruit” means actual or attempted solicitation, enrollment, encouragement, or effort to influence in any other way (either directly or through a third party), another Associate or Customer to enroll or participate in any direct sales or network marketing opportunity. This conduct represents recruiting even if the Associate’s actions are in response to an inquiry made by another Associate or Customer.
- C. During the term of this Agreement and for a period of six (6) months thereafter, any CTFO Associate must not sell, or entice others to sell, any competing products to CTFO Customers or Associates. Any product in the same category as a CTFO product is deemed to be competing (i.e., any competing weight loss or CBD product(s) regardless of cost or quality).
- D. However, an Associate may sell non-competing products to CTFO Customers and Associates that they personally sponsored.



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- E. An Associate may not display or bundle Company products, in sales literature, on a website or in sales meetings, with any other products to avoid confusing or misleading a prospective Customer or Associate into believing there is a relationship between the Company and non-CTFO products.
- F. An Associate may not offer any non-CTFO opportunity or products at any Company-related meeting, seminar or convention, or immediately following a Company event.
- G. A violation of any of the provisions in this section shall constitute unreasonable and unwarranted contractual interference between CTFO and its Associates and would inflict irreparable harm on the Company. In such event, the Company may, at its sole discretion, impose any sanction it deems necessary and appropriate against such Associate or such Associate's positions including termination, or seek immediate injunctive relief without the necessity of posting a bond.

### **3.13 Exclusivity Requirement for Qualified Rank Enhanced Compensation and Status**

As CTFO Independent Associates advance in Rank, a higher duty of loyalty to the Company is expected, arising from increased compensation opportunities, increased leadership contact with expanded sales force populations, increased training and interaction with Company management and leaders, and increased access to confidential and proprietary information from the Company. Therefore, during the term of this Agreement, in consideration of qualification for enhanced compensation and other benefits in the CTFO program, available to the rank of \$25K Vice President level Independent Associate and above, any CTFO Associate with a rank of \$25K Vice President and above, shall not participate as a distributor or cooperate in any direct selling, network marketing, or multilevel marketing company other than CTFO, with a product line that is in direct competition with the CTFO Products. An Independent Associate, who is in violation of this prohibition, shall be subject to rank demotion and/or termination at the election of the company.

### **3.14 Presentation of the CTFO Opportunity**

- A. In presenting the CTFO opportunity to potential Customers and Associates, an Associate is required to comply with the following provisions:
  - I. An Associate shall not misquote or omit any significant material fact about the Compensation Plan.
  - II. An Associate shall make it clear that the Compensation Plan is based upon sales of CTFO products and upon the sponsoring of other Associates.
  - III. An Associate shall make it clear that success can be achieved only through substantial independent efforts.
  - IV. A CTFO Associate shall not make unauthorized income projections, claims, or guarantees while presenting or discussing the CTFO opportunity or Compensation Plan to prospective Associates or Customers. In particular, an Associate should never represent that one can be successful without diligently applying commitment, effort and sales skills. Examples of misrepresentations include, but are not limited to:



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- a. It's a turnkey system.
- b. The system will do the work for you.
- c. Just get in and your downline will build through spillover.
- d. Just join and I'll build your downline for you.
- e. The Company does all the work for you.
- f. You don't have to sell anything.
- g. All you have to do is buy your products every month.

The above are examples of improper misrepresentations about the Company and its Compensation Plan. If the Company receives word you are making statements similar in nature to the aforementioned examples, disciplinary action may ensue.

- V. An Associate may not make any claims regarding products offered by CTFO, except those contained in official Corporate literature.
- VI. An Associate may not use official Company material to promote the CTFO opportunity in any country where CTFO has not established a "presence."
- VII. In an effort to conduct best business practices, the Company has developed the Income Disclosure Statement ("IDS"). The CTFO IDS is designed to convey truthful, timely, and comprehensive information regarding the income that CTFO Associates earn. In order to accomplish this objective, a copy of the IDS must be presented to all prospective Associates.

A copy of the IDS must be presented to a prospective Associate anytime the Compensation Plan is presented or discussed, or any type of income claim or earnings representation is made.

The terms "income claim" and/or "earnings representation" (collectively "income claim") includes the following: (1) statements of average earnings; (2) statements of non-average earnings; (3) statements of earnings ranges; (4) income testimonials; (5) lifestyle claims; and (6) hypothetical claims. Examples of "statements of non-average earnings" includes, "Our number one Associate earned over six hundred thousand dollars last year" or "Our average-ranking Associate makes two thousand per month." An example of a "statement of earnings ranges" is "The monthly income for our higher-ranking Associates is eight thousand dollars on the low end to twenty-five thousand dollars a month on the high end."

### **3.15 Sales Requirements Are Governed by the Compensation Plan**

- A. The Company provides resale prices. There are no exclusive territories granted to anyone. No franchise fees are applicable to a CTFO business.
- B. The CTFO program is built on sales to the ultimate consumer. The Company encourages its Associates to only purchase inventory that they and their family will personally consume, will be used as a sales tool, or will be resold to others for their ultimate consumption. Associates must never attempt to influence any other Associate to buy more products than they can reasonably use or sell to Customers in a month.



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## **4.0 ORDERING**

### **4.1 General Order Policies**

- A. “Bonus Buying” is strictly and absolutely prohibited. Bonus Buying includes the following: (1) the enrollment of individuals or entities without the knowledge of and/or execution of an Agreement by such individuals or Business Entities; (2) the fraudulent enrollment of an individual or entity as an Associate or Customer; (3) the enrollment or attempted enrollment of non-existent individuals or Business Entities as Associates or Customers (“phantoms”); (4) purchasing CTFO products on behalf of another Associate or Customer, or under another Associate’s or Customer’s ID number, to qualify for commissions or bonuses; (5) purchasing excessive amounts of products that cannot reasonably be used or resold in a month; and/or (6) any other mechanism or artifice to qualify for rank advancement, incentives, prizes, commissions, or bonuses that is not driven by bona fide product or service purchases by end user consumers.

An Associate shall not use another Associate’s or Customer’s credit card or debit checking account to enroll in CTFO or purchase products without the account holder’s express *written permission*. Such documentation must be kept by the Associate indefinitely in case the Company needs to reference this.

- B. Regarding an order with an invalid or incorrect payment, the Company will attempt to contact the Associate by phone, mail or e-mail in order to obtain another form of payment. If these attempts are unsuccessful after five (5) business days, the order will be canceled.
- C. Prices are subject to change without notice.
- D. An Associate or Customer who is a recipient of a damaged or incorrect order must notify the Company within thirty (30) calendar days from receipt of the order and follow the Procedures as set forth in these Policies.

### **4.2 Insufficient Funds**

- A. All checks returned for insufficient funds will be re-submitted for payment. A \$35 fee will be charged to the account of the Associate or Customer for all returned checks and insufficient funds.
- B. Any outstanding balance owed by an Associate’s personal Customer or Associate to the Company from NSF (non-sufficient funds) checks, returned check fees or insufficient fund fees (ACH) will be withheld by the Company from said Associate’s future bonus and commission checks.
- C. All transactions involving returned checks or insufficient funds through ACH or credit card, which are not resolved in a timely manner by the Associate, constitute grounds for disciplinary sanctions.



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- D. If a credit card order or automatic debit is declined the first time, the Customer or Associate may be contacted for an alternate form of payment. If payment is declined a second time, the Customer or Associate may be deemed ineligible to purchase CTFO products or participate in the CTFO opportunity.

#### **4.3 Sales Tax Obligation**

- A. The Associate shall comply with all Provincial, state, and local taxes and regulations governing the sale of CTFO products.
- B. The Company will collect and remit sales tax on Associate orders unless an Associate furnishes the Company with the appropriate Resale Tax Certificate form. When orders are placed with CTFO, sales tax is prepaid based upon the suggested retail price. The Company will remit the sales tax to the appropriate Provincial, state and local jurisdictions. The Associate may recover the sales tax when he, she or it makes a sale. CTFO Associates are responsible for any additional sales taxes due on products marked up and sold at a higher price.
- C. CTFO encourages each Associate to consult with a tax advisor for additional information for his, her or its business.

### **5.0 PAYMENT OF COMMISSIONS & BONUSES**

#### **5.1 Bonus and Commission Qualifications**

- A. An Associate must be active and in compliance with CTFO Policies and Procedures to qualify for bonuses and commissions. So long as an Associate complies with the terms of the Agreement, the Company shall pay commissions to such Associate in accordance with the Compensation Plan.
- B. CTFO will not issue a payment to an Associate without the receipt of a completed and signed Associate Agreement or Electronic Authorization.
- C. CTFO reserves the right to postpone bonus and commission payments until such time the cumulative amount exceeds \$10.
- D. An Associate must review his, her or its monthly statement and bonus/commission reports promptly and report any discrepancies within thirty (30) days of receipt. After this thirty-day "grace period," no additional requests will be considered for commission recalculations.
- E. For additional information on payment of commissions, please review the Compensation Plan.

#### **5.2 Adjustments to Bonuses and Commissions for Returned Products**





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- A. An Associate receives bonuses and commissions based on the actual sales of products to end consumers. When a product is returned to the Company for a refund from the end consumer, the bonuses and commissions attributable to the returned product(s) will be deducted from the Associate who received bonuses or commissions on such sales. Deductions will occur in the month in which the refund is given and continue every pay period thereafter until the bonus/and or commission is recovered.
- B. In the event that an Associate terminates his or her position/business, and the amounts of the bonuses or commissions attributable to the returned products have not yet been fully recovered by CTFO, the remainder of the outstanding balance may be offset against any other amounts that may be owed by the Company to the terminated Associate.

## **6.0 SATISFACTION GUARANTEED AND RETURN OF SALES AIDS**

CTFO offers a one-time, one hundred percent (100%) sixty (60) day money back guarantee for all Customers and/or Associates on any product. This does not include shipping and handling charges. If a Customer purchased a product and is not satisfied, the Customer may request a refund from either the Company or the Associate from whom they purchased product. Please note: Once a Customer/Associate request a refund on a specific product, subsequent orders of the same product are non-refundable.

For any Customer returns, the Company shall deduct from the reimbursement paid to the Associate any commissions, bonuses, rebates or other incentives received by the Associate which were associated with the Customer returns.

## **6.1 Return Process**

- A. As stated above, CTFO does not allow a Customer or Associate to return the same product more than once. After the initial refund and return of a product, the Customer and/or Associate agrees that subsequent orders of the same product are non-refundable.
- B. All returns, whether by a Customer or Associate, must be made as follows:
  - I. Ship items to the address provided by CTFO Customer Service.
  - III. Provide a copy of the invoice with the returned products or service.
  - IV. Ship back product in any box.
- C. All returns must be shipped to CTFO pre-paid, as CTFO does not accept shipping collect packages. The Company recommends shipping returned product by UPS or FedEx with tracking and insurance as risk of loss or damage in shipping of the returned product shall be borne solely by the Customer or Associate. If returned product is not received at the Company Distribution Center, it is the responsibility of the Customer or Associate to trace the shipment and no credit will be applied.



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## **7.0 PRIVACY POLICY**

### **7.1 Introduction**

This Privacy Policy is to ensure that all Customers and Associates understand and adhere to the basic principles of confidentiality.

### **7.2 Expectation of Privacy**

- A. CTFO recognizes and respects the importance its Customers and Associates place on the privacy of their financial and personal information. The Company will make reasonable efforts to safeguard the privacy of, and maintain the confidentiality of its Customers' and Associates' financial and account information and nonpublic personal information.
- B. By entering into the Associate Agreement, an Associate authorizes the Company to disclose his or her name and contact information to upline Associates solely for activities related to the furtherance of the CTFO business. An Associate hereby agrees to maintain the confidentiality and security of such information and to use it solely for the purpose of supporting and servicing his, her or its downline organization in the conduct of CTFO business.

### **7.3 Employee Access to Information**

CTFO limits the number of employees who have access to Customers' and Associates' nonpublic personal information.

### **7.4 Restrictions on the Disclosure of Account Information**

The Company will not share non-public personal information or financial information about current or former Customers or Associates with third parties, except as permitted or required by laws and regulations, court orders, or to serve the Customers' or Associates' interests or to enforce its rights or obligations under these Policies and Procedures, the Associate's Agreement, or with written permission from the accountholder on file.

### **7.5 Handling Personal Information**

If an Associate receives personal information from or about a prospective Associate or Customer, it is the responsibility of receiving Associate to maintain its security. Personal information includes names, mail and email addresses, phone numbers, credit card information, social security and tax



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identification numbers and any other information associated with these details. For any personal information that an Associate no longer needs, he/she or it should irreversibly delete said information.

## **8.0 PROPRIETARY INFORMATION AND TRADE SECRETS**

### **8.1 Business Reports, Lists, and Proprietary Information**

By completing and signing the CTFO Associate Agreement, the Associate acknowledges that Business Reports, lists of Customer and Associate names and contact information and any other information, which contain financial, scientific or other information both written or otherwise circulated by CTFO pertaining to the business (collectively, "Reports") are confidential and proprietary information and trade secrets belonging to the Company.

### **8.2 Obligation of Confidentiality**

- A. During the Term of the Associate Agreement and for a period of five (5) years after the termination or expiration of the Associate Agreement, the Associate shall not:
  - I. Use the information in the Reports to compete with CTFO or for any purpose other than promoting his, her or its CTFO business;
  - II. Use or disclose to any person or entity any confidential information contained in the Reports, including the replication of the genealogy in another network marketing company.

### **8.3 Breach and Remedies**

The Associate acknowledges that such proprietary information is of such character as to render it unique and that disclosure or use thereof in violation of this provision will result in irreparable damage to the Company and to independent CTFO businesses. The Company and its Associates will be entitled to injunctive relief or to recover damages against any Associate who violates this provision in any action to enforce its rights under this section. The prevailing party shall be entitled to an award of attorney's fees, court costs and expenses.

### **8.4 Return of Materials**

Upon demand by CTFO, any current or former Associate will return the original and all copies of all "Reports" to the Company together with any confidential information in such person's possession.



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## **9.0 ADVERTISING, PROMOTIONAL MATERIAL, USE OF COMPANY NAMES AND TRADEMARKS**

### **9.1 Labeling, Packaging, and Displaying Products**

- A. A CTFO Associate may not re-label, re-package, refill, or alter labels of any CTFO product, information, materials or program(s) in any way. CTFO products must only be sold in their original containers from the Company. Such re-labeling or re-packaging violates federal and state laws, which may result in criminal or civil penalties or liability.
- B. An Associate shall not cause any CTFO products or any Company trade name to be sold or displayed in retail establishments.
- C. The Company will permit Associates to solicit and make Commercial Sales only upon *prior written approval* from Corporate. For the purpose of these Policies and Procedures, the term “Commercial Sale” means the sale of:
  - I. CTFO products that equal or exceed \$5,000 in a single order;
  - II. Products sold to a third party who intends to resell the products to an end consumer.
- D. An Associate may sell CTFO products and display the CTFO trade name at any appropriate display booth (such as trade shows).
- E. CTFO reserves the right to refuse authorization to participate at any function that it does not deem a suitable forum for the promotion of its products, or the CTFO opportunity.

### **9.2 Use of Company Names and Protected Materials**

- A. A CTFO Associate must safeguard and promote the good reputation of the Company and the products it markets. The marketing and promotion of CTFO, the CTFO opportunity, the Compensation Plan, and CTFO products will be consistent with the public interest, and must avoid all discourteous, deceptive, misleading, unethical or immoral conduct and practices.
- B. All promotional materials supplied or created by the Company must be used in their original form and cannot be changed, amended or altered except with prior written approval from the CTFO Compliance Department.
- C. The name of CTFO, each of its product names and other names that have been adopted by the Company in connection with its business are proprietary trade names, trademarks and service marks of the Company. As such, these marks are of great value to CTFO and are supplied to Associates for their use only in an expressly authorized manner.



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- D. A CTFO Associate's use of the name "CTFO" is restricted to protect the Company's proprietary rights, ensuring that Company protected names will not be lost or compromised by unauthorized use. Use of the CTFO name on any item not produced by the Company is prohibited except as follows:
- I. [Associate's name] Independent CTFO Associate
  - II. [Associate's name] Independent Associate of CTFO.
- E. Further procedures relating to the use of the CTFO name are as follows:
- I. All stationary (i.e., letterhead, envelopes, and business cards) bearing the CTFO name or logo intended for use by the Associate must be approved in writing by the Company Compliance Department.
  - II. Associates may list "Independent CTFO Associate" or "Associate of CTFO" in the white pages of the telephone directory under his, her or its own name.
  - III. Associates may not use the name CTFO or CTFO in answering his, her or its telephone, creating a voice message or using an answering service, such as to give the impression to the caller that they have reached the corporate office. They may state, "Independent CTFO Associate."
- F. Certain photos and graphic images used by CTFO in its advertising, packaging, and websites are the result of paid contracts with outside vendors that do not extend to Associates. If an Associate wants to use these photos or graphic images, they must negotiate individual contracts with the vendors for a fee.
- G. An Associate shall not appear on or make use of television or radio, or make use of any other media to promote or discuss CTFO or its programs, products or services without prior written permission from the Company Compliance Department.
- H. An Associate may not produce for sale or distribution any Company event or speech, nor may an Associate reproduce CTFO audio or video clips for sale or for personal use without prior written permission from the Company Compliance Department.
- I. CTFO reserves the right to rescind its prior approval of any sales aid or promotional material to comply with changing laws and regulations and may request the removal from the marketplace of such materials without financial obligation to the affected Associate.
- J. An Associate shall not promote non-CTFO products in conjunction with Company products on the same websites or same advertisement without prior approval from Corporate.
- K. Claims (which include personal testimonials) as to therapeutic, curative or beneficial properties of any products offered by CTFO may not be made except those contained in official Corporate literature. In particular, no Associate may make any claim that CTFO products are useful in the cure, treatment, diagnosis, heal mitigation or prevention of any diseases. Such statements can be perceived as medical or drug claims. Not only do such claims violate CTFO policies, but also they potentially violate federal and state laws and regulations, including the federal Food, Drug, and Cosmetic Act and Federal Trade Commission Act.



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### **9.3 E-mail Limitations**

- A. Except as provided in this section, an Associate may not use or transmit email, mass email distribution, or “spamming” that advertises or promotes the operation of his, her or its CTFO business. The exceptions are:
  - I. E-mailing any person who has given prior permission or invitation;
  - II. E-mailing any person with whom the Associate has established a prior business or personal relationship.
- B. In all states where prohibited by law, an Associate may not transmit, or cause to be transmitted through a third party (by telephone, facsimile, computer or other device), an unsolicited advertisement to any equipment, which has the capacity to transcribe text or images from an electronic signal received over a regular telephone line, cable line, ISDN, T1 or any other signal carrying device, except as set forth in this section.
- C. All e-mail or computer broadcasted documents subject to this provision shall include each of the following:
  - I. A clear and obvious identification that the e-mail message is an advertisement or solicitation. The words “advertisement” or “solicitation” should appear in the subject line of the message;
  - II. A clear return path or routing information;
  - III. The use of legal and proper domain name;
  - IV. A clear and obvious notice of the opportunity to decline to receive further commercial e-mail messages from the sender;
  - V. Unsubscribe or opt-out instructions should be the very first text in the body of the message box in the same size text as the majority of the message;
  - VI. The true and correct name of the sender or valid sender’s e-mail address, and a valid sender physical address;
  - VII. The date and time of the transmission;
  - VIII. Upon notification by recipient of his or her request not to receive further e-mailed documents, an Associate shall not transmit any further documents to that recipient.
- D. All e-mail or computer broadcasted documents subject to this provision shall not include any of the following:
  - I. Use of any third-party domain name without permission;
  - II. Sexually explicit materials.

### **9.4 Internet and Third-Party Website Restrictions**



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1. An Associate may not use or attempt to register any of CTFO's trade names, trademarks, service marks, product names, URLs, advertising phrases, the Company's name or any derivative thereof, for any purpose including, but not limited to, Internet Domain names (URL), third party websites, email addresses, Independent Associate username, web pages, or blogs.
2. An Associate may not sell Company products or offer the CTFO opportunity using "online auctions", such as eBay or online marketplaces, such as Amazon.
3. All Associates may have one (1) approved third-party website. A third-party website is a personal website that is hosted on a non-CTFO server and has no affiliation with Corporate. Third-party websites may be used to promote your business and CTFO products so long as the third-party adheres to Company advertising policies. Moreover, no orders may be placed through third party websites, and no enrollments may occur through a third-party website. If you wish to use any third-party website, you must do the following:
  - a. Clearly and conspicuously identify yourself as an Independent Associate for CTFO. Clearly and conspicuously that the third-party website is not a corporate website (as websites that do not identify the promoter of the site and/or that he/she/it is promoting CTFO products, called "blind" websites - are strictly prohibited;
  - b. Use only the approved images and wording authorized by the Company;
  - c. Adhere to the branding, trademark, and image usage policies described in this document;
  - d. Adhere to any other provision regarding the use of a third-party website described in this document;
  - e. Agree to give the Compliance Department at CTFO access to the third-party website and, if the website password is protected, the Compliance Department must receive passwords or credentials allowing unlimited access;
  - f. Agree to modify your website to comply with current or future Company policies;
  - g. Directly link third-party website to Associate's company-provided replicated website to process sales and/or enrollments.

All marketing materials used on an Associate's third-party website must be provided by CTFO or approved in writing by the Company.

To avoid confusion, the following three elements must also be prominently displayed at the top of every page of your third-party website:

1. The CTFO Associate Logo
2. Your Name and Title
3. CTFO Corporate Website Redirect Button



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An Associate may not use third-party sites that contain materials copied from corporate sources (such as CTFO brochures, CDs, videos, tapes, events, presentations, and corporate websites). This Policy ensures brand consistency, allows Customers and Associates to stay up-to-date with changing products, services and information, facilitates enrollment under the correct Sponsor, and assists in compliance with government regulations.

CTFO products must be exclusively displayed on an Associate's third-party website. The third-party website should not display any other products and services not marketed or sold by the Company.

If the independent CTFO business of an Associate who has received authorization to create and post an third-party website is voluntarily or involuntarily canceled for any reason, or if the Company revokes its authorization allowing the Associate to maintain a third-party website, the Associate shall assign the URL to his/her third-party website to the Company Compliance Department within three (3) days from the date of the cancellation and/or re-direct all traffic to the site as directed by the Company. CTFO reserves the right to revoke any Associate's right to use a third-party website at any time if the Company believes that such revocation is in the best interest of CTFO, its Associates and Customers. Decisions and corrective actions in this area are at CTFO's sole and absolute discretion.

Social Media sites may not be used to sell or offer to sell any other products of a direct marketing company other than CTFO products. PROFILES AN ASSOCIATE GENERATES IN ANY SOCIAL COMMUNITY WHERE CTFO IS DISCUSSED OR MENTIONED MUST CLEARLY IDENTIFY THE ASSOCIATE AS A CTFO INDEPENDENT ASSOCIATE, and when an Associate participates in those communities, Associates must avoid inappropriate conversations, comments, images, video, audio, applications or any other adult, profane, discriminatory or vulgar content. The determination of what is inappropriate is at the Company's sole discretion, and offending Associates will be subject to disciplinary action. Banner ads and images used on these sites must be current and must come from the Company approved library. If a link is provided, it must link to the posting Associate's Replicated website or an approved third-party website.

Anonymous postings or use of an alias on any Social Media site is prohibited, and offending Associates will be subject to disciplinary action.

Associates may not use blog spam, spamdexing or any other mass-replicated methods to leave blog comments. Comments Associates create or leave must be useful, unique, relevant and specific to the blog's article.

Associates must disclose their full name on all Social Media postings, and conspicuously identify themselves as an independent Associate for CTFO. Anonymous postings or use of an alias is prohibited.

Postings that are false, misleading, or deceptive are prohibited. This includes, but is not limited to, false or deceptive postings relating to the CTFO income opportunity, CTFO products, and/or your biographical information and credentials

Associates are personally responsible for their postings and all other online activity that relates to CTFO. Therefore, even if an Associate does not own or operate a blog or Social Media site, if an Associate posts to any such site that relates to the Company or which can be traced to the Company, the Associate is responsible for the posting. Associates are also responsible for postings which occur on any blog or Social Media site that the Associate owns, operates, or controls.





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As a CTFO Associate, it is important to not converse with any person who places a negative post against you, other Associates, or the Company. Report negative posts to the Company Compliance Department. Responding to such negative posts often simply fuels a discussion with someone carrying a grudge that does not hold themselves to the same high standards as CTFO, and therefore damages the reputation and goodwill of the Company.

The distinction between a Social Media site and a website may not be clear-cut, because some Social Media sites are particularly robust, CTFO therefore reserves the sole and exclusive right to classify certain Social Media sites as third-party websites and require that Associates using, or who wish to use, such sites adhere to the Company's policies relating to third-party websites.

If your CTFO business is cancelled for any reason, you must discontinue using the Company name, and all of the Company's trademarks, trade names, service marks, and other intellectual property, and all derivatives of such marks and intellectual property, in any postings and all Social Media sites that you utilize. If you post on any Social Media site on which you have previously identified yourself as an independent CTFO Associate, you must conspicuously disclose that you are no longer an Associate with the Company.

Failure to comply with these Policies for conducting business online may result in the Associate losing their right to advertise and market CTFO products and the CTFO opportunity online in addition to any other disciplinary action available under the Policies and Procedures.

## **9.5 Advertising and Promotional Materials**

- A. You may not advertise any CTFO products at a price LESS than the highest company published, established retail price plus shipping, handling and applicable taxes. No special enticement advertising is allowed. This includes, but is not limited to, free shipping, or other such offers that grant advantages beyond those available through the Company.
- B. Advertising and all forms of communications must adhere to principles of honesty and propriety.
- C. All advertising, including, but not limited to, print, Internet, computer bulletin boards, television, radio, etc., are subject to prior written approval by the Company Compliance Department.
- D. All requests for approvals with respect to advertising must be directed in writing to the Company Compliance Department.
- E. CTFO approval is not required to place blind ads that do not mention CTFO, its employees, any of its products, services, designs, symbols, programs, and trademarked, copyrighted, or otherwise protected materials.
- F. CTFO reserves the right to rescind its prior approval of submitted advertising or promotional materials in order to comply with changing laws and regulations, and may require the removal of such advertisements from the marketplace without obligation to the affected Associate.



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## **9.6 Testimonial Permission**

- A. By signing the CTFO Associate Agreement, an Associate gives the Company permission to use his or her testimonial or image and likeness in corporate sales materials, including but not limited to print media, electronic media, audio and video. In consideration of being allowed to participate in the CTFO opportunity, an Associate waives any right to be compensated for the use of his or her testimonial or image and likeness even though the Company may be paid for items or sales materials containing such image and likeness. In some cases, an Associate's testimonial may appear in another Associate's advertising materials. If an Associate does not wish to participate in CTFO sales and marketing materials, he or she should provide a written notice to the Company Compliance Department to ensure that his or her testimonial or image and likeness will not be used in any corporate materials, corporate recognition pieces, advertising or recordings of annual events.

## **9.7 Telemarketing Limitations**

- A. An Associate must not engage in telemarketing in relation to the operation of the Associate's CTFO business. The term "telemarketing" means the placing of one or more telephone calls to an individual or entity to induce the purchase of CTFO products, or to recruit them for the CTFO opportunity.
- B. The Federal Trade Commission ("FTC") and the Federal Communications Commission ("FCC") each have laws that restrict telemarketing practices. Both Federal agencies, as well as a number of states have "do not call" regulations as part of their telemarketing laws.
- C. While an Associate may not consider himself or herself a "telemarketer" in the traditional sense, these regulations broadly define the term "telemarketer" and "telemarketing" so that the unintentional action of calling someone whose telephone number is listed on the Federal "Do Not Call" registry could cause the Associate to violate the law. These regulations must not be taken lightly, as they carry significant penalties (up to \$11,000 per violation).
- D. "Cold calls" or "state-to-state calls" made to prospective Customers or Associates that promote either CTFO products or the CTFO opportunity is considered telemarketing and is prohibited.
- E. Exceptions to Telemarketing Regulations

An Associate may place telephone calls to prospective Customers or Associates under the following limited situations:

- I. If the Associate has an established business relationship with the prospect;
- II. In response to the prospect's personal inquiry or application regarding a product offered by the CTFO Associate, within three (3) months immediately before the date of such a call;
- III. If the Associate receives written and signed permission from the prospect authorizing the Associate to call;



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I. If the call is to family members, personal friends, and acquaintances. However, if an Associate makes a habit of collecting business cards from everyone he/she meets and subsequently calls them, the FTC may consider this a form of telemarketing that is not subject to this exemption;

- V. Associates engaged in calling “acquaintances,” must make such calls on an occasional basis only and not as a routine practice.
- F. An Associate shall not use automatic telephone dialing systems in the operation of his or her CTFO business.
- G. Failure to abide by Company policies or regulations as set forth by the FTC and FCC regarding telemarketing may lead to sanctions against the Associate’s position, up to and including termination of the position.
- H. By signing the Associate Agreement, or by accepting commission checks, other payments or awards from the Company, an Associate gives permission to CTFO and other Associates to contact them as permitted under the Federal Do Not Call regulations.
- I. In the event an Associate violates this section, the Company reserves the right to institute legal proceedings to obtain monetary or equitable relief.

## **10.0 CHANGES TO AN ASSOCIATE BUSINESS**

### **10.1 Modification of the Associate Agreement**

An Associate may modify his or her existing Associate Agreement (i.e., change a social security number to a Federal ID number, add a Spouse or partner to the account, or change the form of ownership from an individual to a Business Entity owned by the Associate) by submitting a written request, accompanied by a new Associate Agreement and the Business Registration Form, if applicable, completed with fresh signatures (not a “crossed out” or “white-out” version of the first Agreement), and any appropriate supporting documentation.

### **10.2 Change Sponsor or Placement for Active Associates**

- A. Maintaining the integrity of the organizational structure is mandatory for the success of the Company and our independent Associates. As such, under exceptional circumstances at the discretion of the Company, a request to change placement may only be made within the first three (3) days of initial enrollment as an Associate. Furthermore, such changes may only occur within the same organization.
- B. Sponsors may make “Placement changes” from one Associate to another for personally Sponsored (frontline) Associates during the first three days of enrollment.
- C. New Associates or their original Sponsor may request a change of Sponsor or Placement within the first three days of enrollment for the purpose of structuring an organization. The new



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Associate Agreement must be received within the calendar month for commission calculations to be effective with the requested change.

- D. To change or correct the Sponsor, an Associate must comply with following procedures:
  - I. Submit a Sponsor Placement Transfer Form;
  - II. Submit a CTFO Associate Agreement showing the correct Sponsor and Placement, and any appropriate supporting documentation;
  - III. The Associate Agreement must be a new, completed document bearing “fresh” signatures, not a “crossed-out” or “white-out” version of the first Agreement.
- E. Upon approval, the Associate’s downline, if any, will transfer with the Associate.
- F. After the first 30 days from initial enrollment, the Company will honor the Sponsor/Placement as shown:
  - I. On the most recently signed Associate Agreement on file; or
  - II. Self-enrolled on the website (i.e., electronically signed web Agreement).
- G. CTFO retains the right to approve or deny any requests to change Sponsor or Placement, and to correct any errors related thereto at any time and in whatever manner it deems necessary.

#### **10.4 Change Organizations**

- A. If an Associate wishes to transfer organizations, he or she must submit a letter of resignation to the Company Customer Service Department and remain inactive (place no orders nor make any sales) with or in CTFO for six (6) months from the receipt of the letter before being eligible to re-enroll under a different Sponsor/Placement.
- B. CTFO retains the right to approve or deny any request to re-enroll after an Associate’s resignation.
- C. If re-enrollment is approved, the former Associate will be issued a new CTFO ID number and will be required to submit a new Associate Agreement. The Associate will not be entitled to keep any former rank, downline, or rights to commission checks from any prior organization.
- D. Transfers may not be done outside of the original organization.

#### **10.5 Unethical Sponsoring**

- A. Unethical sponsoring activities include, but are not limited to, enticing, bidding or engaging in unhealthy competition in trying to acquire a prospect or new Associate from another Associate or influencing another Associate to transfer to a different sponsor.



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- B. Allegations of unethical sponsoring must be reported in writing to the Company Compliance Department to [compliance@myctfo.com](mailto:compliance@myctfo.com), within the first 90 days of enrollment. If the reports are substantiated, CTFO may transfer the Associate or the Associate's downline to another sponsor, Placement or organization without approval from the current up-line Sponsor or Placement Associates. The Company remains the final authority in such cases.
- C. CTFO prohibits the act of "Stacking." Stacking is the unauthorized manipulation of the Company compensation system and/or the marketing plan in order to trigger commissions or cause a promotion off a downline Associate in an unearned manner. One example of stacking occurs when a Sponsor places participants under an inactive downline without his or her knowledge in order to trigger unearned qualification for commissioning. Stacking is unethical and unacceptable behavior, and as such, it is a punishable offense with measures up to and including the termination of the independent consultant positions of all individuals and/or entities found to be directly involved.
- D. Should Associates engage in solicitation and/or enticement of members of another direct sales company to sell or distribute CTFO products to, they bear the risk of being sued by the other direct sales company. If any lawsuit, arbitration, or mediation is brought against an Associate alleging that they engaged in inappropriate recruiting activity of another company's sales force or Customers, CTFO will not pay any of Associate's defense costs or legal fees, nor will the Company indemnify the Associate for any judgment, award, or settlement.

#### **10.6 Sell, Assign or Delegate Ownership**

- A. In order to preserve the integrity of the hierarchical structure, it is necessary for CTFO to place restrictions on the transfer, assignment, or sale of a position.
- B. A CTFO Associate may not sell or assign his or her rights or delegate his or her position as an Associate without *prior written approval* by the Company, which approval will not be unreasonably withheld. Any attempted sale, assignment, or delegation without such approval may be voided at the discretion of the Company.
- C. Should the sale be approved by CTFO, the Buyer assumes the position of the Seller at the current qualified title, but at the current "paid as" rank, at the time of the sale and acquires the Seller's Downline.
- D. To request corporate authorization for a sale or transfer of a CTFO position, the following items must be submitted to the Company Compliance Department:
  - I. A Sale/Transfer of position Form properly completed, with the requisite signatures.
  - II. A copy of the Sales Agreement signed and dated by both Buyer and Seller.
  - III. A CTFO Associate Agreement completed and signed by the Buyer;
  - IV. Any additional supporting documentation requested by the Company.



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- E. Any debt obligations that either Seller or Buyer may have with the Company must be satisfied prior to the approval of the sale or transfer by the Company.
- F. An Associate who sells his or her position is not eligible to re-enroll as a CTFO Associate in any organization for six (6) full calendar months following the date of the sale except as otherwise expressly set forth in these Policies and Procedures.

### **10.7 Separating a CTFO Business**

- A. Pending a divorce or dissolution of a partnership or other business entity, the parties must adopt one of the following methods of operation:
  - I. One of the parties may, with the written consent of the other(s), operate the CTFO business whereby the relinquishing Spouse, shareholders, partners, members or trustees authorize the Company to deal directly and solely with the other Spouse, non-relinquishing shareholder, partner, member or trustee;
  - II. The parties may continue to operate the CTFO business jointly on a “business as usual” basis, whereupon all compensation paid by the Company will be paid in the name designated as the Associates or in the name of the entity to be divided, as the parties may independently agree between them. If no name is stipulated, the Company will pay compensation to the name on record and in such event, the Associate named on the account shall indemnify CTFO from any claims from the other business owner(s) or the other Spouse with respect to such payment.
- B. CTFO recognizes only one Downline organization and will issue only one commission check per CTFO business per commission cycle. Under no circumstances will the Downline of an organization be divided, nor will the Company split commission and/or bonus checks.
- C. If a relinquishing Spouse, partner or owner of the business has completely relinquished (“Relinquishing Party”), in writing, all rights to the original CTFO business, he or she may immediately thereafter re-enroll under the Sponsor and Placement of his or her choice. In such cases, however, the Relinquishing Party shall have no rights to, and shall not solicit, any Associate or active Customer in the former organization, and must develop a new business in the same manner as any other new CTFO Associate. An Associate in the Relinquishing Party’s former Downline who wishes to transfer to the Relinquishing Party’s new organization or to any other organization, must comply with the requirements in Section 12.5.

### **10.8 Succession**

- A. Upon the death or incapacity of an Associate, the Associate’s business may be passed on to his or her legal successors in interest (successor). Whenever a CTFO business is transferred by will or other testamentary process, the successor acquires the right to collect all bonuses and commissions of the deceased Associate’s sales organization. The successor must:



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- I. Complete and sign a new CTFO Associate Agreement;
  - II. Comply with the terms and provisions of the Associate Agreement; and
  - III. Meet all of the qualifications for the last rank achieved by the former Associate.
- B. Bonus and commission checks of a CTFO business transferred based on this section will be paid in a single check to the successor. The successor must provide the Company with an “address of record” to which all bonus and commission Payments will be sent. Payments will be based on the current performance of the position, not the highest rank or volume achieved.
- C. If the business is bequeathed to joint devisees (successors), they must form a business entity and acquire a Federal taxpayer identification number. CTFO will issue all bonus and commission payments and one 1099 Miscellaneous Income Tax form to the managing business entity only.
- D. Appropriate legal documentation must be submitted to the Company Compliance Department to ensure the transfer is done properly. To affect a testamentary transfer of a CTFO business, the successor must provide the following to Company Compliance Department:
- I. A certified copy of the death certificate; and
  - II. A notarized copy of the will or other appropriate legal documentation establishing the successor’s right to the CTFO business.
- E. To complete a transfer of the CTFO business because of incapacity, the successor must provide the following to the Company Compliance Department:
- I. A notarized copy of an appointment as trustee;
  - II. A notarized copy of the trust document or other appropriate legal documentation establishing the trustee’s right to administer the CTFO business; and
  - III. A completed Associate Agreement executed by the trustee.
- F. If the successor is already an existing Associate, Company will allow such Associate to keep his or her own position plus the inherited position active for up to six (6) months. By the end of the six-month period, the Associate must have compressed (if applicable), sold or otherwise transferred either the existing position or the inherited position.
- G. If the successor wishes to terminate the CTFO position, he or she must submit a notarized statement stating the desire to terminate the position, along with a certified copy of the death certificate, appointment as trustee, and/or any other appropriate legal documentation.
- H. Upon written request, CTFO may grant a one (1) month bereavement waiver and pay out at the last “paid as” rank.



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### **10.9 Resignation/Voluntary Termination**

- A. An Associate may immediately terminate his or her position by submitting a written notice or email to the Company Compliance Department. The written notice must include the following:
  - I. The Associate's intent to resign;
  - II. Date of resignation;
  - III. CTFO Identification Number;
  - IV. Reason for resigning; and
  - V. Signature.
- B. An Associate may not use resignation as a way to immediately change Sponsor and Placement. Instead, the Associate who has voluntarily resigned is not eligible to reapply for a position or have any financial interest in an or any CTFO business for six (6) months from the receipt of the written notice of resignation.

### **10.10 Involuntary Termination**

- A. CTFO reserves the right to terminate an Associate's position for, but not limited to, the following reasons:
  - I. Violation of any terms or conditions of the Associate Agreement;
  - II. Violation of any provision in these Policies and Procedures;
  - III. Violation of any provision in the Compensation Plan;
  - IV. Violation of any applicable law, ordinance, or regulation regarding the CTFO business; or
  - V. Engaging in unethical business practices or violating standards of fair dealing.
- B. The Company will notify the Associate in writing *by* mail at his or her last known address or email address of its intent to terminate the Associate's position and the reasons for termination. The Associate will have five (5) calendar days from the date of mailing of such notice to respond in writing to the allegations or claims constituting cause for termination as stated in the notice.
- C. If the termination is not rescinded, the termination will be effective as of the date of the original termination notice by CTFO. The former Associate shall thereafter be prohibited from using the names, marks or signs, labels, stationery, advertising, or business material referring to or relating to any CTFO products. Company will notify the active Upline Sponsor within ten (10) days after termination.





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- D. The CTFO Associate who is involuntarily terminated by the Company may not reapply for a position, either under his or her present name or any other name or entity, without the *express written consent of an officer of CTFO*, following Company Compliance Department. In any event, such Associate may not re-apply for a position for six (6) months from the date of termination.

#### **10.11 Effect of Cancellation**

- A. Following an Associate's cancellation for inactivity or voluntary or involuntary termination (collectively, a "cancellation") such Associate:
- I. Shall have no right, title, claim or interest to any commission or bonus from the sales generated by the Associate's former organization or any other payments in association with the Associate's former independent position;
  - II. Effectively waives any and all claims to property rights or any interest in or to the Associate's former Downline organization;
  - III. Shall receive commissions and bonuses only for the last full pay period in which he or she was active prior to cancellation, less any amounts withheld during an investigation preceding an involuntary cancellation, and less any other amounts owed to CTFO.

#### **11.0 DISCIPLINARY SANCTIONS**

##### **11.1 Imposition of Disciplinary Action - Purpose**

- A. It is the spirit of CTFO that integrity and fairness should pervade among its Associates, thereby providing everyone with an equal opportunity to build a successful business. Therefore, the Company reserves the right to impose disciplinary sanctions at any time, when it has determined that an Associate has violated the Agreement or any of these Policies and Procedures or the Compensation Plan as they may be amended from time to time by the Company.

##### **11.2 Consequences and Remedies of Breach**

- A. Disciplinary actions may include one or more of the following:
- I. Monitoring an Associate's conduct over a specified period of time to assure compliance;
  - II. Issuance of a written warning or requiring the Associate to take immediate corrective action;



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I. Imposition of a fine (which may be imposed immediately or withheld from future commission payments) or the withholding of commission payments (“Commission Hold”) until the matter causing the Commission Hold is resolved or until Company receives adequate additional assurances from the Associate to ensure future compliance;

I. Suspension from participation in Company or Associate events, rewards, or recognition;

I. Suspension of the CTFO Associate Agreement and position for one or more pay periods;

I. Involuntary termination of the Associate’s Agreement and position;

I. Any other measure which Company deems feasible and appropriate to justly resolve injuries caused by the Associate’s Policy violation or contractual breach; OR

VIII. Legal proceedings for monetary or equitable relief.

## **12.0 DISPUTE RESOLUTION**

### **12.1 Grievances**

- A. If an Associate has a grievance or complaint against another Associate regarding any practice or conduct relating to their respective CTFO businesses, he or she is encouraged to resolve the issue directly with the other party. If an agreement cannot be reached, it must be reported directly to the Company Compliance Department as outlined below in this Section.
- B. The Company Compliance Department will be the final authority on settling such grievance or complaint and its written decision shall be final and binding on the Associates involved.
- C. CTFO will confine its involvement to disputes regarding CTFO business matters only. The Company will not decide issues that involve personality conflicts or unprofessional conduct by or between Associates outside the context of a CTFO business. These issues go beyond the scope of the Company and may not be used to justify a Sponsor or Placement change or a transfer to another CTFO organization.
- D. CTFO does not consider, enforce, or mediate third party agreements between Associates, nor does it provide names, funding, or advice for obtaining outside legal counsel.



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E. Process for Grievances:

- I. The Associate should submit a written letter of complaint (e-mail will not be accepted) directly to the Company Compliance Department. The letter shall set forth the details of the incident as follows:
  - a. The nature of the violation;
  - b. Specific facts to support the allegations;
  - c. Dates;
  - d. Number of occurrences;
  - e. Persons involved; and
  - f. Supporting documentation.
  
- II. Upon receipt of the written complaint, the Company will conduct an investigation according to the following procedures:
  - a. The Compliance Department will send an acknowledgment of receipt to the complaining Associate.
  - b. The Compliance Department will provide a verbal or written notice of the allegation to the Associate under investigation. If a written notice is sent to the Associate, he or she will have five (5) business days from the date of the notification letter to present all information relating to the incident for review by the Company.
  - c. The Compliance Department will thoroughly investigate the complaint, consider all the submitted information it deems relevant, including information from collateral sources. Due to the unique nature of each situation, determinations of the appropriate remedy will be on a case by case basis, and the length of time to reach a resolution will vary.
  - d. During the course of the investigation, the Compliance Department will only provide periodic updates simply stating that the investigation is ongoing. No other information will be released during this time. Associate calls, letters, and requests for "progress reports" during the course of the investigation will not be answered or returned.
  - e. During the course of an investigation, it is at the sole discretion of the Compliance Department, to temporarily suspend any Associate being investigated depending on the severity of the accusations.



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- E. Company will make a final decision and timely notify the Associates involved.

## **12.2 Arbitration**

- A. **Any controversy or claim arising out of or relating to the CTFO Associate Agreement, these Policies and Procedures, or the breach thereof, the Associate's business or any dispute between the Company and an Associate in general, shall be settled by binding and confidential arbitration administered by the American Arbitration Association under its commercial arbitration rules, and judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof.** Any such arbitration shall be held in Vacaville, California. There shall be one arbitrator, who shall have expertise in business law transactions and who shall be knowledgeable in the direct selling industry, selected from a panel provided by the American Arbitration Association.
- B. The prevailing party in any such arbitration shall be entitled to receive from the losing party, all costs and expenses of arbitration, including reasonable attorney's fees and filing fees. The decision of the arbitrator shall be final and binding on the parties and may, if necessary, be reduced to judgment in any court of competent jurisdiction.
- C. This agreement to arbitration shall survive any termination or expiration of the Associate agreement.
- D. Nothing in these Policies and Procedures shall prevent CTFO from applying for or obtaining from any court having jurisdiction a writ of attachment, a temporary injunction, preliminary injunction, permanent injunction, or other relief available to safeguard and protect Company interests or its Confidential Information prior to, during or following the filing of an arbitration or other proceeding, or pending the rendition of a decision or award in connection with any arbitration or other proceeding.
- E. **NO CLASS ACTION, OR OTHER REPRESENTATIVE ACTION OR PRIVATE ATTORNEY GENERAL ACTION OR JOINDER OR CONSOLIDATION OF ANY CLAIM WITH A CLAIM OF ANOTHER PERSON OR CLASS OF CLAIMANTS SHALL BE ALLOWABLE.**
- F. These Policies and Procedures and any arbitration involving an Associate and CTFO shall be governed by and construed in accordance with the laws of the state of California, without reference to its principles of conflict of laws.



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### **12.3 Severability**

If any provision of these Policies and Procedures is found to be invalid, or unenforceable for any reason, only the invalid provision shall be severed. The remaining terms and provisions hereof shall remain in full force and shall be construed as if such invalid or unenforceable provision never had comprised a part of these Policies and Procedures.

### **12.4 Waiver**

- A. Only an officer of CTFO can, in writing, affect a waiver of the Company Policies and Procedures. Company's waiver of any particular breach by an Associate shall not affect the Company's rights with respect to any subsequent breach, nor shall it affect the rights or obligations of any other Associate.
  
- B. The existence of any claim or cause of action of an Associate against CTFO shall not constitute a defense to the Company's enforcement of any term or provision of these Policies and Procedures.

### **12.5 Successors and Claims**

The agreement shall be binding upon and inure to the benefit of the parties and their respective successors and assigns.

### **13.0 GOVERNING LAW**

These Policies and Procedures shall be governed by and construed in accordance with the Laws of the State of California and the exclusive jurisdiction of the United States courts.

### **14.0 CTFO GLOSSARY OF TERMS**

**ACTIVE ASSOCIATE:** An Associate who satisfies the minimum volume requirements, as set forth in the Compensation Plan, to ensure that they are eligible to receive bonuses and commissions.



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**AGREEMENT:** The contract between the Company and each Associate, which includes the Associate Agreement, the CTFO Policies and Procedures, and the CTFO Compensation Plan, all in their current form and as amended by CTFO in its sole discretion. These documents are collectively referred to as the “Agreement.”

**CANCEL:** The termination of an Associate’s business. Cancellation may be either voluntary, involuntary, or through non-renewal.

**COMPENSATION PLAN:** The guidelines and referenced literature for describing how Associates can generate commissions and bonuses.

**CUSTOMER:** A Customer who purchases CTFO products and does not engage in building a business or retailing product.

**ASSOCIATE:** An individual who generates retail sales and business building commissions.

**LINE OF SPONSORSHIP (LOS):** A report generated by CTFO that provides critical data relating to the identities of Associates, sales information, and enrollment activity of each Associate’s organization. This report contains confidential and trade secret information which is proprietary to the Company.

**ORGANIZATION:** The Customers and Associates placed below a particular Associate.

**OFFICIAL CORPORATE MATERIAL:** Literature, audio or video tapes, and other materials developed, printed, published, and distributed to Associates by CTFO.

**PLACEMENT:** Your position inside your Sponsor’s organization.

**RECRUIT:** For purposes of the Company’s Conflict of Interest Policy, the term “Recruit” means the actual or attempted solicitation, enrollment, encouragement, or effort to influence in any other way, either directly, indirectly, or through a third party, another CTFO Associate or Customer to enroll or participate in another multilevel marketing, network marketing, or direct sales opportunity.

**SPONSOR:** An Associate who enrolls a Customer or another Associate into the Company, and is listed as the Sponsor on the Associate Agreement. The act of enrolling others and training them to become Associates is called “sponsoring.”

**UPLINE:** This term refers to the Associate or Associates above a particular Associate in a sponsorship line up to the Company. It is the line of sponsors that links any particular Associate to the Company.