



PURIUM HEALTH PRODUCTS

CODE OF ETHICS & EVENT POLICIES

1: INTRODUCTION & CODE OF ETHICS

Integrity is a Purium Core Value and the backbone of Purium's high-quality products, lucrative Compensation Plan, transparent leadership, and collaborative community.

Purium events are a safe place for Brand Partners to collaborate without fear of their team members or prospects being distracted by non-Purium opportunities. If a Purium Brand Partner is operating outside this understanding, they will be permanently removed from the event or group and disciplined, up to and including termination.

To preserve integrity in everything Purium touches, our Brand Partners are required to abide by the following Code of Ethics:

A. Code of Ethics

- a. Follow the highest standards of honesty, respect, professionalism, and integrity.
- b. Will not engage in activities that may cause damages to Purium or any community member.
- c. Abide by all rules, policies, laws, and ordinances that apply to the operation of the Purium Health Products.

B. Violations

- a. Purium may take all necessary compliance efforts, including, but not limited to, termination of the Agreement if a Purium member violates any laws, regulations, or these Policies and Procedures.
- b. Purium welcomes critical feedback. To submit information or report a violation, please do so in [Purium's Compliance Form](#)



PURIUM HEALTH PRODUCTS

CODE OF ETHICS & EVENT POLICIES

2: EVENT POLICIES

A. Ticketing

- a. Purchase: All ticket purchases must be made through the designated ticketing website for the specified amount within a specified timeframe. All are welcome to purchase tickets to Purium's Convention, this excludes invitation-only events, i.e. Diamond Club.
- b. Transfer: Attendees may transfer a ticket to another person by Friday, July 12, 2024, otherwise administrative fees may occur. Ticket transfers must be done through the designated ticketing website.
- c. Refunds are prohibited. No payments will be refunded or are refundable and no credits are provided.

B. Attendance & Conduct

- a. Each attendee must hold a paid ticket unless gifted/transferred by another Brand Partner or otherwise permitted by Purium.
- b. Each attendee must have their own ticket, with the exception of infants, under the age of 2 years old.
- c. Ticketed children, over the age of 2 years old, are welcome and must adhere to the Agreement and conduct policies to ensure a professional learning environment for all.
- d. All ticket owners must register on the appropriate day/time of the event. Registration grants personal access to the event, swag and content presented.
- e. Non-Purium products and logos from other companies that offer a Compensation Plan/referral marketing are prohibited from all Purium events.
- f. By participating in the Event, attendees grant Purium and its licensees, successors, and assign the right to record, film, live stream, photograph, or capture their likeness, name, voice, and other attributes during any portion of the Event. Purium reserves the right to distribute, broadcast, use, or disseminate



PURIUM HEALTH PRODUCTS

CODE OF ETHICS & EVENT POLICIES

such media worldwide, indefinitely, for various purposes including commercial, promotional, educational, or informational, without requiring further approval or payment from the attendee.

- g. Attendees must behave respectfully and courteously during the Event. Any misconduct, including profanity, obscenity, bullying, or disruption of others, will not be tolerated. Purium reserves the right to revoke access, retain payments, and ban violators from future events.

C. Giveaways

- a. Purium may offer giveaways or bonuses during the event, subject to compliance with event terms and payment obligations. Purium reserves the right to revoke giveaways for breaches of terms.

D. Event Changes & Presentation Content

- a. Purium reserves the right to modify various aspects of the event, such as themes, content, speakers, dates, and format (e.g., in-person or remote). In case of unforeseen circumstances, Purium may postpone, reschedule, or change the event format. Attendees will be notified of any changes in advance, whenever possible.
- b. By participating, attendees grant Purium the right to record and use their likeness, name, and voice for promotional purposes.
- c. Event content will primarily be in English unless otherwise stated. Purium will not provide official translations beyond English. Attendees may arrange and bear the cost of translation services for personal use, with the translator present during the event.

E. Attendee Expenses & Responsibilities:

- a. Convention: All expenses and liabilities incurred while attending an Event in person, including travel and accommodation are the responsibility of the attendee. In case of any changes made by Purium to an Event, including



PURIUM HEALTH PRODUCTS

CODE OF ETHICS & EVENT POLICIES

cancellations or rescheduling, you are also responsible for any resulting costs or fees.

- b. Diamond Club: In a year with Convention, Diamond Club, an invitation-only event, will revert to its original, intimate experience. The weekend event will include a facility tour and up close and personal talks with Amy, Dave and returning crowns. No re-qualifying diamonds will be invited and no stage presentations will be offered.
- c. Purium is not liable for any lost or stolen belongings of attendees. Individuals are solely responsible for the security and safekeeping of their personal belongings at all times.

F. General:

- a. The Agreement serves as the comprehensive agreement and understanding between you and Purium concerning its subject matter, overriding all prior agreements or understandings. Amendments to the Agreement must be made in writing and signed by Purium's authorized representative unless expressly stated otherwise. Purium's waiver of any obligation or remedy does not imply an ongoing waiver. Without express permission in the Agreement, you are prohibited from transferring, assigning, or delegating any interest, right, or obligation. This Agreement is governed by California law, with its conflict of law principles excluded.

G. Disclaimers and Obligations

- a. The Services are provided "AS IS," "AS AVAILABLE," and "WITH ALL FAULTS," with Purium disclaiming all representations or warranties, express or implied, regarding accuracy, completeness, timeliness, merchantability, fitness for a particular purpose, title, and non-infringement. You acknowledge:
 - i. No Assurance of Success: Past successes or income results do not guarantee future success. Purium makes no promises of wealth or income, especially if you fail to follow advice or neglect the required work.



PURIUM HEALTH PRODUCTS

CODE OF ETHICS & EVENT POLICIES

The Services may include risks, and decisions should be made with the awareness of potential zero earnings. All products and services mentioned are for educational and informational purposes only.

- b. Due Diligence: You are solely responsible for conducting your own due diligence before making business and financial decisions. All information, products, and services provided by Purium or referenced in the Services should be independently verified by your qualified professionals, including consulting with your accountant, lawyer, or professional advisor, before taking any action based on this or any information.
 - c. Responsibility for Own Actions: Before making any business decisions regarding Purium's information, products, or services, careful consideration and evaluation are advised. You acknowledge that Purium is not accountable for the outcome of your business decisions regarding its products or services nor for any information presented by Purium or others at or in connection with the Services.
- H. Limitations of Liability:
- a. You acknowledge that Purium is not liable for any special, indirect, incidental, exemplary, punitive, or consequential damages, including loss of profits or business opportunity, arising from the Agreement, the Services, Purium's performance or non-performance, or any other reason, whether in contract or tort (including negligence), regardless of whether Purium was advised of such damages. Additionally, Purium's maximum liability and your sole remedies will not exceed the amounts paid by you to Purium for the direct cause of the claim. You must promptly notify Purium in writing of any claim related to the Agreement, the Services, or Purium's performance, but no later than 30 days after becoming aware of the claim. Any claim must be brought within one year of the cause of action accruing.



PURIUM HEALTH PRODUCTS

CODE OF ETHICS & EVENT POLICIES

I. Exclusions

- a. Some jurisdictions' laws may restrict disclaimers of certain warranties or limitations on remedies for their breach. If such laws cannot be waived by you, the disclaimers and limitations of liability in these Terms are adjusted as necessary to comply with such laws.

J. Force Majeure

- a. Suppose Purium is unable to fulfill any obligation due to events beyond its control, including acts of God, labor disputes, internet or network failures, transportation delays, illness, death, or governmental orders. In that case, Purium's performance will be excused for the duration of the event or cause.

K. Remedies

- a. If Purium prevails in enforcing or defending a claim related to the Agreement, you will pay Purium's costs and expenses arising therefrom or related thereto, including without limitation, attorneys' fees, to the extent that Purium prevails in such enforcement or defense.

L. Disputes

- a. Any dispute regarding the Agreement or Services will be arbitrated in Rancho Dominguez, CA, under American Arbitration Association rules. The arbitration decision is binding and enforceable in any court. This provision doesn't prevent Purium from seeking provisional remedies from a court. Both parties share arbitration costs. Disputes must be brought exclusively in Rancho Dominguez, CA court, but Purium can seek temporary remedies elsewhere.