



Created by
Compliance Department

Compliance Guideline

Electronic Platforms & Transactions

Enagic (Malaysia) Sdn Bhd
(201101042983) (Direct Sales License No.: AJL 931978)



Introduction

Direct Sales and Anti-Pyramid Scheme Act 1993

Enagic (Malaysia) Sdn Bhd is **a valid holder of the Direct Sales License** and it is required and expected for Enagic to abide by the Direct Sales and Anti-Pyramid Scheme Act 1993 and its regulations.



1. Electronic Platforms

Distributors are **prohibited** from creating any **(1) independently-designed website** which market, promote and/or advertise the sales of company products, services and/or marketing plan.

Distributors are only allowed to advertise through an approved Company Web System; www.enagicwebsystem.com (EWS) only.

Why? This is to ensure the information provided are aligned with information provided by the company.



1. Electronic Platforms

Distributors are **allowed** to market, promote and/or advertise the sales of company products, services and/or marketing plan through **(2) social media platforms, with conditions.**

What are these conditions include?

- *Syarat-Syarat Lesen Jalan Langsung;*
- Enagic's Policies & Procedures; and
- relevant law and regulations of the country.



1. Electronic Platforms

What is considered as **social media platforms**?

- Facebook;
- Twitter;
- Instagram; and/or
- Etc.

What are the means included in **social media platforms**?

- postings;
- live sessions; and/or
- conversations.



1. Electronic Platforms

What are the ***Syarat-Syarat Jalan Langsung*** indicates?

- identify yourself – distributor must indicate his distributorship status, by showing his ***Kad Kuasa (Authority Card)***, with clear indication of **full name** and **ID Number**.
- business conduct – distributor is required **safeguard and promote the reputation of the product and services of the company** and shall refrain from all conduct which might be harmful to the reputation of the company or to the marketing of such products and services.



1. Electronic Platforms

Distributors are **not allowed** to market, promote and/or advertise the sales of company products, services and/or marketing plan through **(3) unsolicited email (spamming)** and through **(4) telephone solicitation (telemarketing)**.



Introduction

Direct Sales and Anti-Pyramid Scheme Act 1993

The act of selling Direct Selling products through electronic transaction is an **OFFENCE** under Section 19A of the Direct Sales and Anti-Pyramid Schemes Act 1993.



2. Electronic Transactions

What is considered as **electronic transactions**? An electronic transaction is the sale or purchase of goods or services conducted outside of Enagic.

- Independently-designed websites;
- Social media platforms;
- Emails;
- Telemarketing; and/or
- Third-party platforms.



2. Electronic Transactions

Why is it prohibited for distributor to conduct electronic transactions through these means? This is because, electronic transactions do not comply with

- ***Syarat-Syarat Jalan Langsung***
- **Personal Data Protection Act 2010**
- **Poison Act 1952.**

Prospective buyers are not informed on the policies, terms and conditions, code of conducts as well as agreement that they are going into.



2. Electronic Transactions

Third-Party Platforms – Shopee, Lazada, Carousell and etc.

All Enagic products are **ONLY** exclusively available through our official website and from our authorized distributors. Enagic **DOES NOT** engage in any third-party platforms for retailing.

Enagic is under no obligation to conduct product verification.



2. Electronic Transactions

What are the risks of purchasing products through **electronic transactions**?

- The products purchased may not be registered under the purchaser's name. **All warranties are limited and non-transferable. No warranties** shall be provided for any products purchased from third-party platforms.
- The products purchased could be **counterfeit** and **of unknown quality**.
- Purchasers are exposed to the high risks such as **unfulfilled orders, expired products** and **defective – not safe to be consumed**.
- **No replacement** requests shall be entertained under any circumstances for the products purchased from third-party platforms.
- The products may be sold by dubious dealers without any reliable contact information or any support.



2. Electronic Transactions

What has Enagic done to tackle the unauthorized sales of Enagic products through **third-party platforms**?


- Enagic has taken the initiative to lodge complaints via **Intellectual Property Rights (IPR)** of these platforms;
- to educate the public on the **risks of purchasing Enagic products through third-party platforms**; and/or
- **conduct investigations** and take disciplinary actions accordingly.



2. Electronic Transactions

Lodge complaints via
**Intellectual Property Rights
(IPR) – Shopee**

<https://help.shopee.com.my/portal/webform/c585cda7a212489fadcb4be586093eda>

The header of the form is a red banner with the Shopee logo and various icons representing different types of intellectual property infringement, such as a camera, a question mark, a speech bubble, and a smiley face.

Intellectual Property Infringement

Brand Owners/Brand Protection Agencies can submit a complaint to report on listings that are infringing their IP rights via the this form and our team will access the complaint based on the documents provided. We will revert with an update once we have assessed the complaint.

Documents required for each nature of complaint

Counterfeits / Trademark

1. Letter of Authorization (if informant is not IP owner)
2. Local Trademark Registration Certificate(s)
3. Pictorial Guidance/ Pricelist

Copyright

1. Letter of Authorization (if informant is not IP owner)
2. Local Copyright Registration Certificate(s), if any
3. Pictorial Proof

Industrial Design

1. Letter of Authorization (if informant is not IP owner)



2. Electronic Transactions

Lodge complaints via
**Intellectual Property Rights
(IPR) – Lazada**

<https://ipp.alibabagroup.com/login.htm>

The screenshot shows the 'User Center' of the Alibaba Group IP Protection Platform. The top navigation bar is blue with the 'Alibaba Group IP Protection Platform' logo and the text 'User Center'. The main content area is divided into two columns. The left column contains a sidebar menu with the following items: 'My home page', 'My' (with a dropdown arrow), 'Account Settings', 'user service', 'Intellectual Property' (with a dropdown arrow), 'submit intellectual property', 'Intellectual Property Management', 'Infringement Complaint' (with a dropdown arrow), 'initiate a complaint', and 'Complaint Management'. The right column displays the user's login mailbox as 'c*****@enagic-my.com'. Below this, the 'To-do matters' section lists four items: 'Account is set' (with a blue gear icon) with the note 'You are advised to complete your contact information.', 'Infringement complaints' (with a blue speech bubble icon) with the note 'Your Identity Information and IPRs have been verified, and you could proceed to submit complaints now', 'Knowledge property rights' (with a purple icon) with the note 'Verification failed 6', and 'User Service' (with a yellow icon) with the note 'Reminder & Alert 0'. At the bottom of the right column, there is a link to the 'Complaints data dashboard' with a question mark icon.



2. Electronic Transactions

Lodge complaints via
Intellectual Property Rights
(IPR) – Carousell

https://support.carousell.com/hc/en-us/requests/new?ticket_form_id=19000000091648&open_chat_bot=true&origin=web&platform=web

 carousell Help Centre

Need help?

What do you need help with?

Report a user or listing

What is it about? *

I'm a company/brand representative

You may report via the app / web so our dedicated team can review your report quicker:

<https://support.carousell.com/hc/articles/115011190428>

Username of reported account *

Carousell username (if any). A valid username must not contain Chinese characters and space.

Title of listing(s) involved *

Please specify the listing title or listing URL (e.g. <https://carousell.com/p/xxxxxx>). If there are more than one listing, insert a comma between each.

You are *



2. Electronic Transactions

What are the **challenges/difficulties** that Enagic face while lodging complaints via Intellectual Property Rights (IPR) of these platforms?

- complicated procedures
- manual process
- time consuming for these platforms to remove the listings
- uncertainty that the listing will be removed



2. Electronic Transactions

What would happen to the listing after these platforms have removed it?

- complicated procedures
- manual process
- time consuming for these platforms to remove the listings

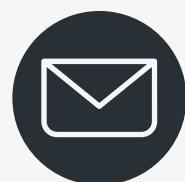
Will the removal of these listings prevent the seller to continue selling and create new listings?

- **No.** The sellers will continue to create new listings and company will have to continue lodging complaints via Intellectual Property Rights (IPR) of these platforms.



Contact Us

Should you need further assistance,
please contact us at:



compliance@enagic-my.com



www.enagic-my.com



+03 2282 2332