



Standards Update:

Truth in Marketing CA-FMDC 12.02

Publication: 8th Edition\Canadian

Issue: Added NA

Effective Date: April 1, 2007

Discussion: Based on research and response from the field, this NA has been added to reflect best practice. This Standards Update applies to all organisations whose Accreditation Agreement has been received by COA on or following April 1, 2007. For all other organisations, this Standards Update is optional.

Added NA
The organisation does not use a vendor to generate consumer leads.