

Direct Sales Salespeople – Identification Card Requirements

1. A direct selling business shall provide to all individuals who engage in Direct Selling on their behalf, an identification card that:
 - a) Shows the individual's name and the name, address and licence number of the licensed business on whose behalf he/she is acting, and has been signed by the signing authority appointed by the licensee.
2. An individual who engages in Direct Selling on behalf of a licensed business shall produce for inspection the identification card when requested to do so by:
 - a) A Police Officer,
 - b) A person to whom he/she makes or attempts to make a direct sale, or
 - c) An authorized Officer of Service Alberta, Consumer Services Division.
3. An individual who ceases to act on behalf of a licensed business shall return his identification card to the business.