

HEMPWORX

MyDailyChoice & HempWorx
Erin McGinnis, Compliance Director

DATE 16 July 2018
TO Truth In Advertising
RE MyDailyChoice and HempWorx
CC Jason Bagley

Dear Truth In Advertising,

This is Erin McGinnis and I'm the new Director of Compliance at MyDailyChoice. I was brought on board to the company last month and have been prioritized with addressing claims, teaching proper marketing, and assembling a culture that embraces compliance.

The databases that TINA assembled, and which contain numerous claims that violate company policy, are claims that we were not previously aware of. We are investigating every item noted in your article and we are taking aggressive measures to ensure compliance with our Policies and Procedures. We have already successfully removed over twenty claims within twenty-four hours of seeing your article.

In addition to getting these claims removed, we have sent out a mass communication to the field via email and on Social Media regarding prohibited marketing claims. Independent Affiliates who hear from Compliance and do not comply with company guidelines will be reprimanded.

Our plan is to provide Truth In Advertising an extensive update once we have fully examined and addressed each claim listed. With a compliance department and legal team in place, we intend to use these resources to show our dedication towards regulatory compliance and absolute best practices.

Moving forward, to ensure consumers are receiving proper product information, we will be introducing an internal compliance training module and aggressively monitoring social media sites on a daily basis.

Thank you for bringing these matters to our attention and we look forward to seeing the success of our Compliance Department in eliminating prohibited marketing claims.

Sincerely,
Erin McGinnis
Director of Compliance