



USBORNE  
*Be Curious.*

Independent Usborne

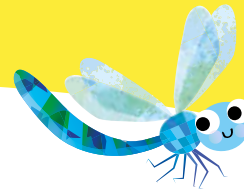
# Partner Guide

UPDATED: JULY 2023

Links to specific pages within this PDF document are shown in **green** text,  
hyperlinks to useful websites are shown in **blue underlined text** and  
email contact details are shown in **orange underlined text**

Get your new bookselling business off to a flying start





## A Message from Nicola Usborne

Independent Usborne Partners like you can make a real impact in your communities, getting the right book to the right child, at just the right time. Your knowledge of your customers, and what they want, is invaluable.

My dad Peter set up Usborne when he found out he was going to be a parent. We are proud to be an independent, family business because it allows us to do what we believe in, which is creating the very best children's books possible. That's what's made Usborne a world-leading children's book publisher, and it's why our iconic, rainbow-coloured hot air balloon logo is a mark of quality sought out by parents and teachers everywhere. By working in partnership with Usborne you too can build your own independent business — but you can also enjoy the benefits of working with the best books and a trusted brand.



As an Independent Usborne Partner, you can reap rewards through earnings that you control, books at special prices, lots of exciting incentives and by doing what you love. I am delighted to welcome you as an Independent Usborne Partner and wish you every success in your new business.

Best wishes,

**Nicola Usborne**

Managing Director, Usborne

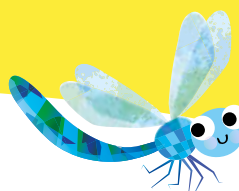
Usborne reserves the right to change commissions, bonuses, rates and any other information in the Independent Usborne Partner Guide at any time.

The term 'The Usborne Community Partnerships Team' used in this Guide refers to Usborne, Unit 8 Oasis Park, Eynsham, Oxon, OX29 4TU.

Tel: 01865 883731 Fax: 01865 883759

Email: [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk)

It is an Independent Usborne Partner's responsibility to make sure they have read and understood the content of this guide.



## Table of contents

### CHAPTER ONE

#### Your guide to Usborne

Getting started	<u>5</u>
What you can offer hosts for holding a party	<u>8</u>
How to take customer orders and payments	<u>10</u>
Usborne company websites & social media	<u>14</u>

### CHAPTER TWO

#### Building a bigger business

The first steps to growing your Usborne business	<u>18</u>
Usborne Payment Plan at a Glance	<u>20</u>

### CHAPTER THREE

#### Additional Usborne services

Working outside the UK	<u>34</u>
------------------------	-----------

### CHAPTER FOUR

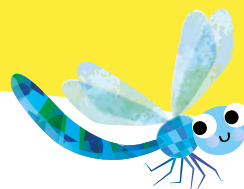
#### Important business information

General administration and policies	<u>37</u>
Company code of practice	<u>43</u>
Equal opportunities, diversity & inclusion policy statement	<u>55</u>

Glossary of terms	<u>58</u>
-------------------	-----------

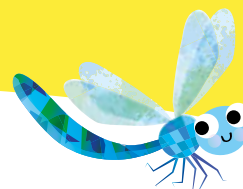
Independent Usborne

# Partner Guide



# Chapter one

Your guide to Usborne



## Getting started

### Role of the Independent Usborne Partner (IUP)

Usborne Publishing Limited is respected as one of the top children's publishers in the world. Becoming an IUP opens up the opportunity for you to sell our beautiful, high quality children's books, and to provide that same opportunity to others. As an IUP you offer a personalised bookselling service, passing on your knowledge, passion and advice on Usborne books directly to your customers.

Additionally, you are able to offer free books and discounts to customers, as well as a variety of special offers and seasonal sales launched throughout the year.

By building a team of IUPs, your earnings can grow quickly with additional commission and bonuses. Just as importantly though, by introducing others into Usborne, you can support them as they too find success on their terms.

### Frequently Asked Questions

#### What do I need to know to get started?

In addition to the practical advice detailed in this guide, your Mentor (the person who recruited you) will help you with everything you need to support you in growing your business.

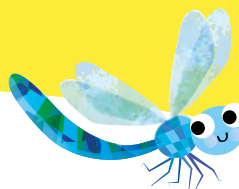
If you are based outside the UK, please read 'Working outside the UK' for additional information before you start ([page 34](#)).

#### How do I earn money as an IUP?

- You can earn 24% IUP commission from the total sales value of each order. For school orders, it's 20% commission.
- You will also earn a monthly 2% Personal Sales Bonus if your sales exceed £1200 in a computed month.
- You can earn 6% on the sales of anyone you recruit.
- You can earn even more commission through building your own Usborne Team.

#### What can I offer someone to encourage them to hold an Usborne party?

- You can offer party hosts 10% of the total party sales value in FREE books, plus a FREE GIFT plus one title at 50% discount for each qualifying future booking made (up to a maximum of three, excluding special offer titles and sets). Special offer titles and sets can be selected as part of the Free Book commission but will be included at their full RRP.



- In your first 6 weeks as an IUP you can offer 20% of the total party sales value in FREE books (speak to your Mentor about how this extra benefit can be used to boost your bookings)

## Who can I sell to?

- You can sell books to anyone who is not planning to sell them on to anybody else. You must not sell to any other retailers (shops) either offline or online

## What can I sell to customers?

- Any in-stock title or offer from the current Usborne catalogue and leaflets, plus any special offers that are announced online

## How do I know what is in stock?

- For up-to-date stock information, you can login to the IUP Admin Area of [www.usborne.com](http://www.usborne.com) and click on the 'Latest Stock Information'. We also provide an update on any books which have gone out of stock or recently become available and any special offer information twice weekly Tuesday and Friday which can be found in Tools & Resources, Latest News from the IUP Admin Area

## How do I place my orders?

- You should order books online via the IUP Admin Area using the Order Now option in the 'My Orders' menu of [www.usborne.com](http://www.usborne.com) once you are logged in using your email and password

## How do customers pay?

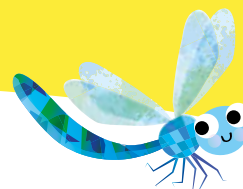
- They should give you payment with their order by credit/debit card, cheque (payable to you), secure mobile payment using a tool of your choice or cash. You then pay us online when you submit the order.

## How do I get paid?

- Your customers pay you the full value of the items they have ordered. When you enter the order online, you pay us the net value after deducting your commission, leaving you with the balance.
- After the end of each month, we calculate the override commissions due to all IUPs on their Personal Team Sales (as well as commission due from virtual party orders) and we pay it into your bank account (provided you have given us the details). You can download commission statements from the 'My Earnings' section of the IUP Admin Area. The payment usually reaches your bank account by the 15th of the following month at the latest.

## When will customers get their books?

- Delivery takes up to five working days from receipt of the order for UK residents and up to ten working days from receipt of the order for EU residents (this includes Northern Ireland, Ireland and the Channel Islands)



## How do I track my orders?

We work with DPD to deliver orders to mainland UK addresses. A DPD tracking number is allocated after your order has been dispatched. Once you have placed an order you can see it in 'Your IUP Admin Area' under 'My Orders' and then click on the tracking number next to the order you wish to track. This will take you to the DPD website for the current status of your order.

In Northern Ireland and the Republic of Ireland, we work with Primeline to deliver your orders. Unfortunately, we are not able to provide a tracking number. If you have any concerns about your order/s please contact us via email ([partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk)) or via the order query line (UK: 0845 769 7324, outside UK: 0044-1865-883166).

In the EU, we work with DHL to deliver your orders. Please visit 'Your IUP Admin Area' then 'My Orders' and then click on the track number next to the order you wish to track. This will take you to the DHL website for the status of your order.

## What do I have to pay for?

There are some small charges for the following standard services:

- £2.00 towards the cost of the party host benefits package
- £5.00 standard carriage charge for your orders over £120 (as of 1st June 2022)
- £1.50 extra handling charge for orders with a sales value of less than £120

See [page 35](#) for a full list of delivery charges outside of mainland UK.

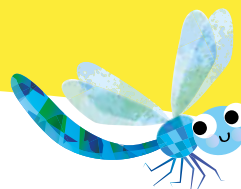
An annual review of all delivery costs will take place every July. Following each review, we will, of course, notify all IUPs of any proposed changes in delivery charges.

There are further charges for the following optional non-standard services:

- £2 for submitting a customer cheque that is made payable to Usborne and not yourself

## Is there a minimum sales requirement?

In order to keep our administration efficient, we will automatically withdraw without notice any IUP who has submitted less than £120 sales in any one month in a rolling six-month period.



## What you can offer hosts for holding a party

A party can be in someone's home or it could be another type of event such as a playgroup event. The benefits you can offer for holding an Usborne party are referred to as 'host benefits'. You must pass on all host benefits to the beneficiaries in full.

### Party host benefits in summary

#### HOME PARTIES AND EVENTS:

For parties and events with a Sales Value of £120+, the host will receive the following:

- **FREE Gift** – There will usually be a choice of at least two host free gifts every month for the host to select from
- **10% in free books** – The host is entitled to 10% of the total sales value in free books. This is doubled to 20% for IUPs just starting their business
- **Additional books at 50% discount** – For each future booking (to be held within six calendar weeks of the event), the host may also order any item at 50% discount (up to a maximum of three, excluding special offer titles and sets)

Special offer titles and sets can be selected as part of the Free Book commission but will be included at their full RRP.

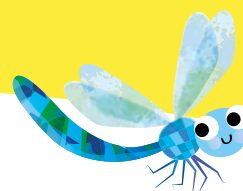
IUPs pay £2 towards party host benefits, whatever the value.

#### EVENTS:

IUPs can offer an online or "virtual" book party, this can be on Facebook or any social media platform. The benefits are identical to a "real" party (as above) but customers have the added convenience of shopping online and have the option of delivery direct to their home.

Speak to your Mentor to find out more about organising events or visit the 'Tools & Downloads' section of the IUP Admin Area of [www.usborne.com](http://www.usborne.com) (You will need to log into the website to access these resources and ALL Tools & Downloads. You can do so using your existing email address and password – see [page 15](#)).





# What you can offer schools

IUPs can offer a wide range of events for schools – anything from a traditional book fair, to PTA events, sponsored reads or book pledges. Find out more from your Mentor or visit the IUP Admin Area of [www.usborne.com](http://www.usborne.com).

Our School benefits package is designed for school book fairs, and for larger orders from schools on which schools would normally expect a discount. These packages are heavily subsidised by us, and this subsidy is reflected in your commission on those orders.

What can I earn, working in schools?

- For School events you can earn 20% IUP commission from the total sales value (School events are usually much larger in value than home events).

You are able to offer schools the following benefits package in addition to the standard party benefits (which can be offered to customers at any time).

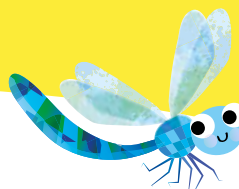
## School benefits in summary

### School Free Books package

For school events such as book fairs and sponsored reads.

School Free Books package		
Value of initial order	Free Book Commission	Minimum value of books school will receive
Over £600	£360+ (60%)	£360+ (60%)
£250 – £599.99	£75+ (30%)	£75+ (30%)
£120 – £249.99	£10+ (10%)	£10+ (10%)

- IUPs pay 4% of the retail price of the free books for school orders (minimum value of £4) towards school free books
- Special offer titles and sets can be selected as part of the Free Book commission but will be included at their full RRP



## How to take customer orders and payments

Using Usborne Customer Order Forms:

- The bottom (blue) copy of the Customer Order Form should be retained by the customer as a receipt.
- Always check the latest stock information on the most recent stock update news update on the IUP Admin Area of [www.usborne.com](http://www.usborne.com) on the day of an event, and update your stock list accordingly. Once your order has been processed, changes to the order cannot be made retrospectively.

**When accepting payment by credit/debit card:**

- You can accept a payment using your mobile phone POS (point of sale) payment system if you have subscribed to one independently of Usborne who do not provide one. You then pay us online when you submit the order

**When accepting payment by cheque:**

- If a customer is paying by cheque, ask for it to be made payable to you, not Usborne, otherwise you will incur a £2 charge

**When accepting payment by cash:**

- If you accept cash for orders, you must ensure you keep accurate records of all monies received, and be prepared to provide customers with receipts

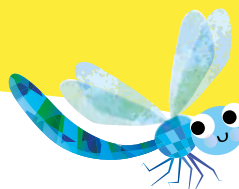
## Submitting orders

Please note: An IUP must not pay for another IUPs order (see [page 37](#)).

You must log-in to [www.usborne.com](http://www.usborne.com) to place an order.

Guides on how to submit orders are available in the [‘Tools & Downloads’](#) section of the IUP Admin Area of [www.usborne.com](http://www.usborne.com).

- All free books, discounts & commissions are automatically calculated online for you.
- To ensure that your orders are included in the appropriate computed month (so as to qualify for bonuses, promotion and/or incentives) you must submit your orders by midnight on the last calendar day of the month.
- All orders placed by IUPs are given a unique ref number beginning with a ‘W’.
- Once you have placed an order, you will receive a confirmation email with full details of the order.



- Once you click 'Confirm Process', your payments will be processed and the order will be sent to the warehouse, after which no further amendments can be made.

## Carriage and delivery on all orders

- Our delivery charge to mainland UK for orders over £120 is £5.00 (as of 1st June 2022)
- Our delivery charge to mainland UK for orders under £120 is £6.50 (as of 1st June 2022)

See [page 35](#) for a full list of delivery charges outside of mainland UK.

All deliveries should arrive within five working days of placing your order (10 working days for outside mainland UK), providing the order is placed before 3pm. This service operates through a national carriage company and will require a signature on arrival. Read our full policy regarding deliveries on [page 41](#).

An annual review of all delivery costs will take place every July, starting in 2023. Following each review, we will, of course, notify all IUPs of any proposed changes in carriage rates.

## When your order arrives

- Check off each item against your order confirmation email

In the event of an item being damaged or missing, you may request a re-order of these items via the My Orders section of your IUP Admin area, select the 're-order' action against the relevant order. Select the order and item(s) that you wish to re-order. Where any items are damaged, you are required to upload at least one photo but multiple can be uploaded before you submit your request.

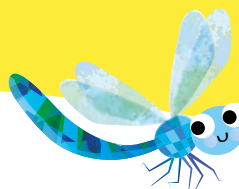
If you have any further order queries you can telephone the Order Query Line on **0845 7697324** between 9am and 5pm, Monday to Friday. For order queries from outside the UK, please call **0044-1865-883166**.

## Returns

You may return goods to Usborne for the following reasons:

- The goods are damaged (N.B. We do not replace damaged dust jackets)
- The goods have been sent out in error
- You have resigned within 14 days of joining
- The goods have been returned to you by a customer within 14 days of delivery

If a customer wants to return a book within 14 days of delivery, it is your responsibility to return the book to us promptly and in a resalable condition.



Before returning goods, you must obtain prior authorisation from the Usborne Community Partnerships Team, and follow these guidelines:

1. Telephone the Order Query Line on 0845 7697324 or 0044-1865-883166. Give your name and IUP number, the stock codes of items to be returned, the original online order number and the reason for return. You will then be sent a Returns Form.
2. Please complete the Returns Form in full.
3. Pack the items safely and securely, preferably using the original packaging. Enclose the completed Returns Form, then post the returns package.
4. The returned items will be inspected to check they are in a satisfactory condition.
5. If you are returning goods in perfect condition from a customer within 14 days of delivery, you must include a copy of the Customer Order Form.

On receipt of the item(s), a credit note for the value of the returned item will be entered on your Usborne account. An adjustment will be made to your Personal Sales Volume, if appropriate.

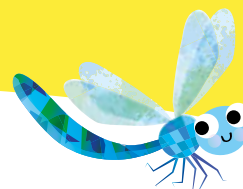
## Direct customer orders

1. Orders received on your behalf through your Personalised IUP Website will be processed and delivered directly to the customer. Direct customer orders are given a unique reference number beginning with a C.
2. The IUP whose Personalised IUP Website generated the order will receive 24% commission on each direct order.
3. The 24% IUP commission will be added to any other additional commission you earn (on top of your basic commission) and paid with commissions, either through bank transfer or as a credit to your Usborne account, after the end of each month. Sales directly from customers will count towards all incentives and sales volumes.

Sales Volume is the total value of all the items sold at your events in a computed month, excluding (net) any discounts, monthly samples, stationery orders, and host offers in that period. This is the amount on which you earn commissions. Customers will be charged for carriage on all direct orders. Carriage charges are detailed by us on the shopping basket section of your Personalised IUP Website.

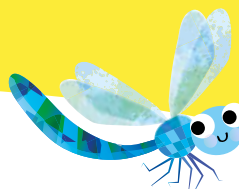
4. There are no free books, discounts or host benefits on direct customer orders.
5. All direct order queries and returns will be dealt with by us through the Order Query Line.

If a direct customer contacts you in the first instance, please either call us on their behalf, or direct them to our **Order Query Line** on **0845 7697324** or **0044-1865-883166**. Or they can email the Usborne Community Partnerships Team at [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk).



## Online event orders

1. Customers in Mainland UK (excluding Northern Ireland) can choose to have books delivered direct to their homes (at a cost) or free via their IUP. Customers outside of Mainland UK only have access to free delivery via their IUP.
2. For online orders placed at virtual parties by customers (who request direct delivery), the same order process, delivery and queries / returns procedures apply as with direct customer orders.
3. The IUP whose Personalised IUP Website generated the virtual party order will earn 24% commission on each relevant online order.
4. The 24% commission earned from the sales of all online orders placed at each virtual party will be paid with any due monthly Override Commissions.
5. The volumes generated from online orders placed in a virtual party will be added to the total volume on which any relevant free book or host benefits will be calculated and will count towards all incentives and sales volumes.



## Usborne company websites & social media

The following websites are operated and maintained by Usborne Publishing Limited and Usborne in support of your business:

### Usborne's global website

[www.usborne.com](http://www.usborne.com)

Customers can search the site to find their local IUP (UK and Europe only). You'll be added to the search as soon as you have placed your first £120+ order and become 'active' with Usborne.

Sections of the website provide support and inspiration for IUPs, their customers and potential recruits.

Log into the IUP Admin Area (click on the My Account icon at the top of any page) to find the latest news and information, sales tools, ideas, videos and downloadable resources to support you in growing your Usborne business.

You log in using your email address and Password to access the private 'Tools & Downloads' section and to be able to view additional blog posts and information exclusively for your benefit and support.

### Social media

Social media is one of the most powerful tools businesses have to understand and reach consumers online.

Whilst social media sites will never replace the experience or benefits of actually putting a book in someone's hands at an event, the interaction they can provide between you and your customers, friends, family, local schools and other fans is invaluable — and free!

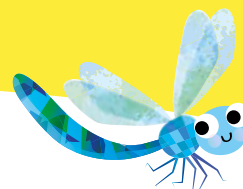
Please follow Usborne Community Partnerships (the direct sales division of Usborne) on social media and share with your friends and colleagues.

**Facebook:** <https://www.facebook.com/UsborneCommunityPartnerships>

**Instagram:** <https://www.instagram.com/UsborneCommunityPartnerships/>

**Youtube:** <https://www.youtube.com/UsborneCommunityPartnerships>

These accounts are run by the UCP Marketing team at Usborne.



These accounts exist to:

- Develop a strong community of Independent Usborne Partners online
- Share news with Independent Usborne Partners
- Generate excitement and enthusiasm for Usborne books and the opportunity to become an Independent Usborne Partner

Please note that we have a dedicated support team for IUPs which you can reach via [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk). Emailing them is the quickest way to get an answer to any questions you may have — please do not use social media for this.

Due to the volume of new IUPs that join Usborne each month, the Usborne Community Partnerships Team cannot monitor all Independent Usborne Partners' use of the social media policy at all times. If you see a contravention of policy, please bring it to our attention by emailing: [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk). Likewise, if you have any questions, please get in touch with us on the same address.

## Personalised Independent Usborne Partner (IUP) Websites

Every IUP receives a complimentary subscription for their own Personalised IUP Website for the lifetime of their Usborne journey.

A Personalised IUP Website will help promote your Usborne business, attract new recruits and generate sales online. Your website can be personalised in many ways whilst still benefitting from Usborne branding, product marketing and technology (including secure online shopping for your customers) provided by Usborne.

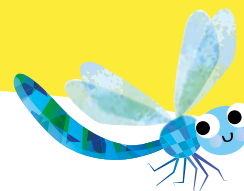
### Recruiting using your Personalised IUP Website

A benefit of having your own website is that others can join your team directly. Visitors to your site can join your team by completing the online sign-up form. The recruit will be automatically allocated to your team. To discuss this further, please talk to your Mentor.

### Online sales

Direct orders from Personalised IUP Websites will be processed and delivered by the company directly to the customer. You, as the site owner, will automatically receive 24% commission on the sales value of these orders. Sales directly from your customers placed on your personalised website will count towards all incentives and sales volumes.

Online event orders from Personalised IUP Websites earn you, as the site owner, 24% commission.



## How to set up your Personalised IUP Website

Newly-joined IUPs receive an email including a link to the admin area to set up and publish their new Personalised IUP Website:

<https://usborne.com/customer/account/Partner>

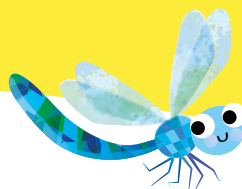
This link is available to all IUPs, at any time.

Log in using your **IUP number** and **password**. Click the 'Website Settings' menu option and follow the onscreen instructions. Additional information on how to update, personalise and make the most of your site is available via Tools & Downloads, in the same admin area.



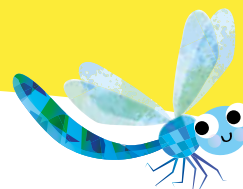
Independent Usborne

# Partner Guide



## Chapter two

**Build a bigger business**



## The first steps to growing your Usborne business

### Earning by recruiting other Independent Usborne Partners (IUP)

As well as earning on your sales, you can earn a permanent monthly **6% Mentor Bonus** on the sales of anyone you recruit.

To qualify for this bonus, both you and the recruit must each submit a minimum £120 sales volume in the same month.

### Signing up new Independent Usborne Partners to your team

A new recruit can sign up (and pay for their kit securely) online either via your own Personalised IUP Website or via [www.usborne.com](http://www.usborne.com).

If signing up on [www.usborne.com](http://www.usborne.com), is imperative that the recruit gives your name or IUP number as the referring Mentor, otherwise they will not be allocated to your team.

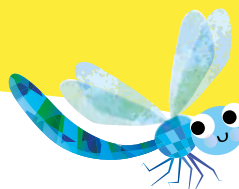
#### Signing up online:

- The new recruit can sign up following the simple step-by-step process online
- Make sure your new recruit reads and clicks to accept the full Terms and Conditions
- Please note: you must not sign up for a new recruit or pay for the kit on their behalf
- Payment can be made by credit or debit card
- In all instances, recruits must be over 18 years of age to join

To ensure that new recruits are included in the appropriate computed month, they need to join by midnight on the last working day for each month. For full recruiting rules see [page 38](#).

#### What happens next:

- New IUPs will receive their welcome email within 24 hours of joining
- Once an IUP has purchased their Starter Kit, orders can be placed immediately
- New IUPs will receive their Starter Kit within five working days (10–14 days for European IUPs)



## Pathway to promotion

As soon as you sign up your first recruit, you are on your way to becoming a Leader with Usborne. Leadership status entitles you to far greater earning potential plus additional benefits and incentives.

You can promote to Team Leader and substantially increase your earnings anytime after joining as an IUP using the following criteria:

### Team Leader promotion criteria

Promotion to Team Leader occurs when:

- You and at least four IUPs whom you have personally recruited achieve £1800 Personal Team Sales or more in a computed month (Illus. 1)
- You and at least four of your recruits must each be active in that month of promotion (each achieve at least £120 Sales Volume in the month)

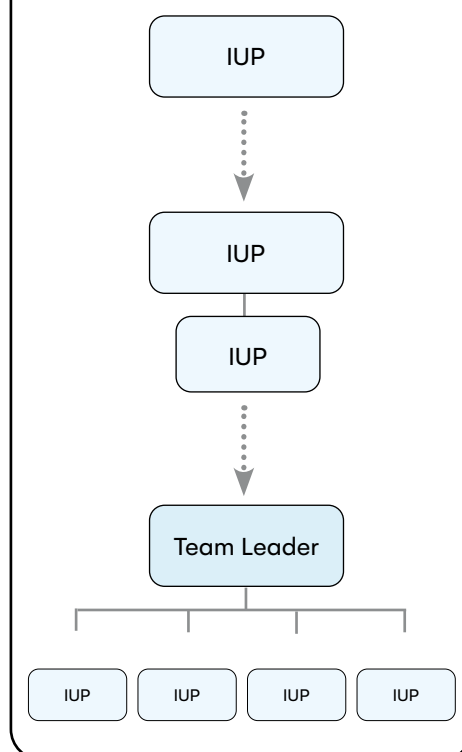
On Promotion to Team Leader you will receive a **£120 Rank Advancement Bonus**. This will be doubled to £240 if you achieve promotion within three calendar months from the end of the month in which you first joined as an IUP.

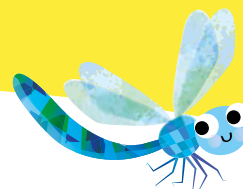
Following the month of promotion, you will be paid 5% commission (**Personal Team Bonus**) on your Personal Team Sales every month in which you achieve the following:

- £120 Personal Sales
- £1800 Personal Team Sales\*
- (Minimum) four 'Active on File'\* personal recruits  
(\*See pages 25 for definitions of these terms)

Team Leaders will also earn a **Productivity Bonus of £120** in any month where their Personal Team Sales is £3600 or more and they achieve payment criteria for Team Leader. This Bonus is available to all IUPs of Team Leader status and above.

(Illus. 1)  
Simplified progression from IUP status to Team Leader

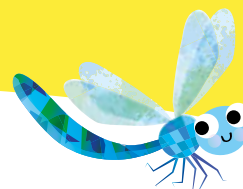




## Usborne Payment Plan at a Glance (Illus. 2)

Qualification & Bonuses	Independent Usborne Partner	Team Leader	Group Leader	Divisional Leader	Executive Leader
Personal Sales (PS)	£120	£120	£240	£240	£240
Personal Team Sales (PTS)		£1800	£1800	£1800	£1800
Total Title Sales (TTS)			£6000	£18000	£30000
Personal Active (£120) IUPs		4	4	4	4
Qualified Team Leader legs			2	4	8
Personal Sales Bonus £1200+	2%	2%	2%	2%	2%
Mentor Bonus (MB)	6%	6%	6%	6%	6%
Personal Team Bonus (PTB)		5%	5%	5%	5%
Team Productivity Bonus (£3600 PTS)		£120	£120	£120	£120
Team Building Bonus Level 1 (TBB1)		6%	6%	6%	6%
Team Building Bonus Level 2 (TBB2)			2%	4%	4%
Team Building Bonus Level 3 (TBB3)					2%
Executive Productivity Bonus (EPB)					1%
Executive Leader Bonus (ELB)					0.5%
Rank Advancement Bonus* (RAB)		£120/£240	£300	£600	£1200

\* Rank Advancement Bonus - one-off bonus when title is achieved for the first time  
 If you achieve title of Team Leader within three months of joining the £120 bonus is doubled to £240

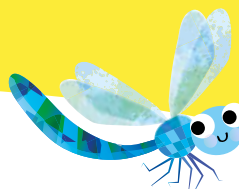


### Payment Plan at a Glance (Illus. 3)

Title	Title Qualification	Bonus Qualification	Title Maintenance
Independent Usborne Partner	1. Sign Usborne Agreement form	1. £120 Personal Sales	£120 Personal Sales in a month in a rolling three month period - 'Active on File' (AOF)
Team Leader	1. £120 Personal Sales 2. £1800 Personal Team Sales 3. Four Active Personal IUPs	1. £120 Personal Sales 2. £1800 Personal Team Sales 3. Four 'Active on File' Personal IUPs	Be 'Paid As' a Team Leader once in a rolling three month period
Group Leader	1. Team Leader requirements* 2. £6000 Total Title Sales 3. Two 1st level Qualified Team Leader legs	1. Team Leader requirements* 2. £6000 Total Title Sales 3. Two 1st level Qualified Team Leader legs**	Be 'Paid As' a Group Leader once in a rolling three month period
Divisional Leader	1. Team Leader requirements* 2. £18000 Total Title Sales 3. Four 1st level Qualified Team Leader legs	1. Team Leader requirements* 2. £18000 Total Title Sales 3. Four Qualified Team Leader legs**	Be 'Paid As' a Divisional Leader once in a rolling four month period
Executive Leader	1. Team Leader requirements* 2. £30000 Total Title Sales 3. Eight 1st level Qualified Team Leader legs	1. Team Leader requirements* 2. £30000 Total Title Sales 3. Eight 1st level Qualified Team Leader legs**	Be 'Paid As' an Executive Leader once in a rolling six month period

\* Group Leader and above require £240 Personal Sales

\*\* For Bonus Qualification - the Qualified Team Leader (or above) does not have to be first level and can be anywhere within the leg.

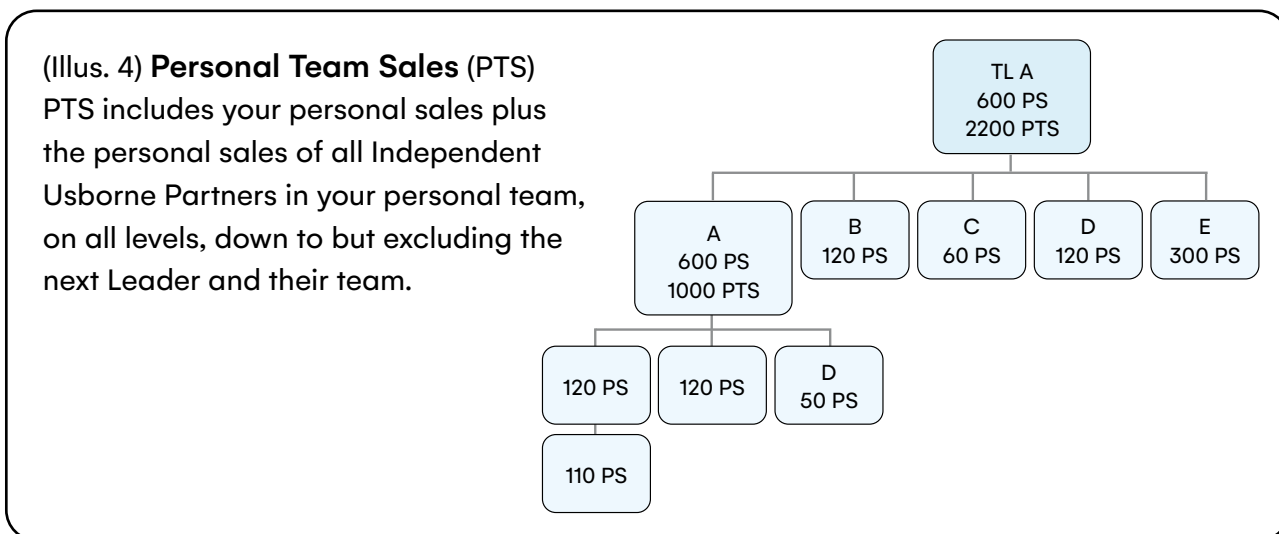


## Definitions

The terminology used in explaining commission earnings is defined as follows:

**Sales Volume** – the total value of all the items sold at your events, excluding any Library discounts, stationery orders, and host offers in that period. This is the amount on which you earn commission.

**Personal Team Sales (PTS)** (Illus. 4) – See below.



**Computed month** – the timescale on which monthly commissions and bonuses are worked out. The computed month runs from the 1st of the month until midnight on the last calendar day of the month.

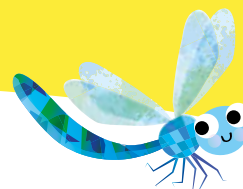
**Active Independent Usborne Partner** – for promotion, payment and incentive criteria purposes, an active IUP is defined as one who personally submits and pays for orders totalling a minimum £120 sales volume in a computed month, either as a result of orders taken from bona fide customers, or in advance of an anticipated event.

For you to promote to any level, a minimum of four of your personally recruited IUPs must also be active in the month your promotion occurs.

**Active on File (AOF)** – for IUPs to count in an upline Leaders personal team, they must achieve £120 Sales Volume in a computed month, in a rolling three month period to remain AOF. If an IUP ceases to be AOF in any three month period, they can re-activate by achieving £120 Sales Volume in a subsequent month, within a rolling six month period.

**Downline** – all your first line recruits, plus all their first line recruits and so on, ad infinitum.

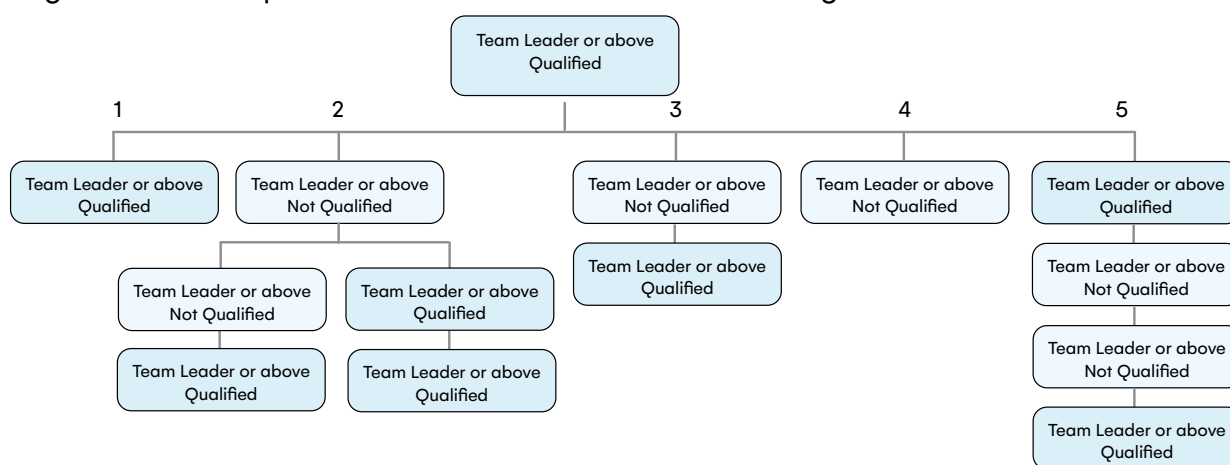
**Total Title Sales (TTS)** – includes your personal sales plus the personal sales of all IUPs in your downline down to but excluding the Total Title Sales of an IUP with the same (or higher) title as yourself.



**Qualifying Legs** (Illus. 5) – each IUP in your first line (personally recruited by you) is a separate leg. A qualifying leg is one which contains anywhere downline (which may or may not be your first line), a Team Leader (or above) who has qualified for payment in the month.

### (Illus. 5) Qualifying Legs

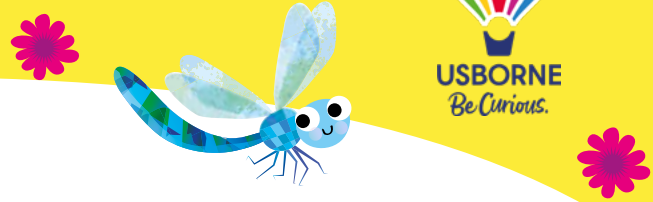
In this illustration, the Leader has five individual legs. Legs 1, 2, 3 and 5 count as qualifying legs as there are qualified leaders somewhere within that leg.



N.B. Should any of the first line Leaders leave the business, all the Leaders in that particular leg would still only count as one qualifying leg for future payment qualification (E.g. should the Team Leader at the top of leg two leave the business, the four Team leaders below would still only count as one qualifying leg).

**Generation** – a generation is the first qualified Team Leader (or above) in a leg. The second generation is the next qualified Team Leader (or above) in that same leg and so on.

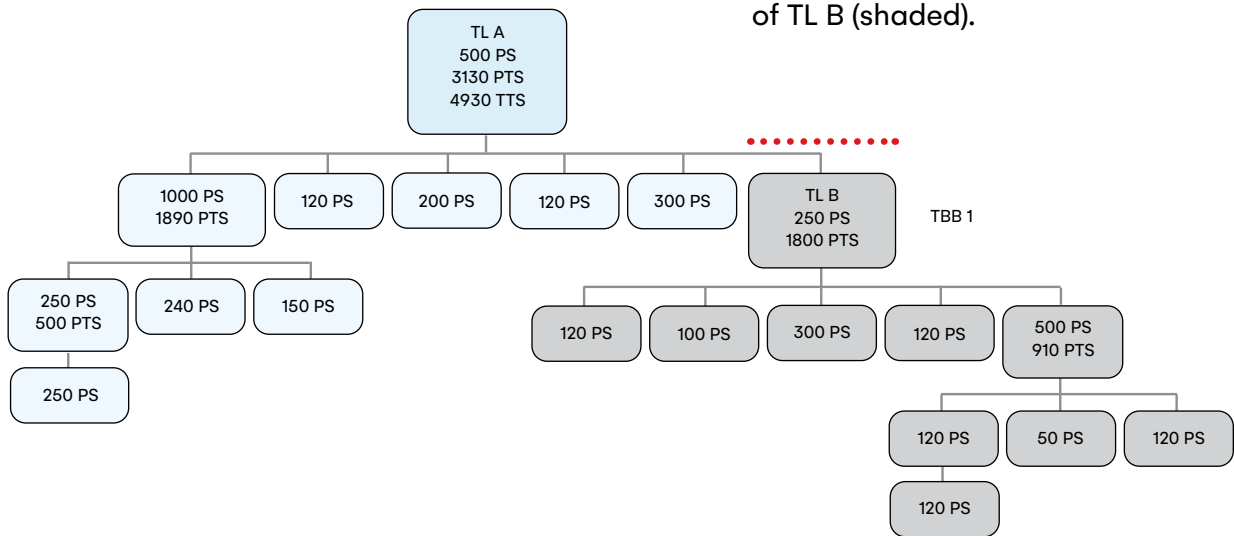
**Override Commissions and Bonuses** – override commission is the amount of commission payable to an IUP at the end of a computed month, in addition to the basic 24% (20% for School Discount sales).



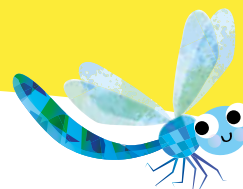
**Team Building Bonus Level 1 (TBB1)** (Illus. 6) – When one of your recruits promotes to Team Leader (or above) you will earn 6% TBB1 on the Personal Team Sales of your 1st Generation TL, provided that both you and they qualify for Team Leader Commission.

(Illus. 6) **Team Building Bonus 1**

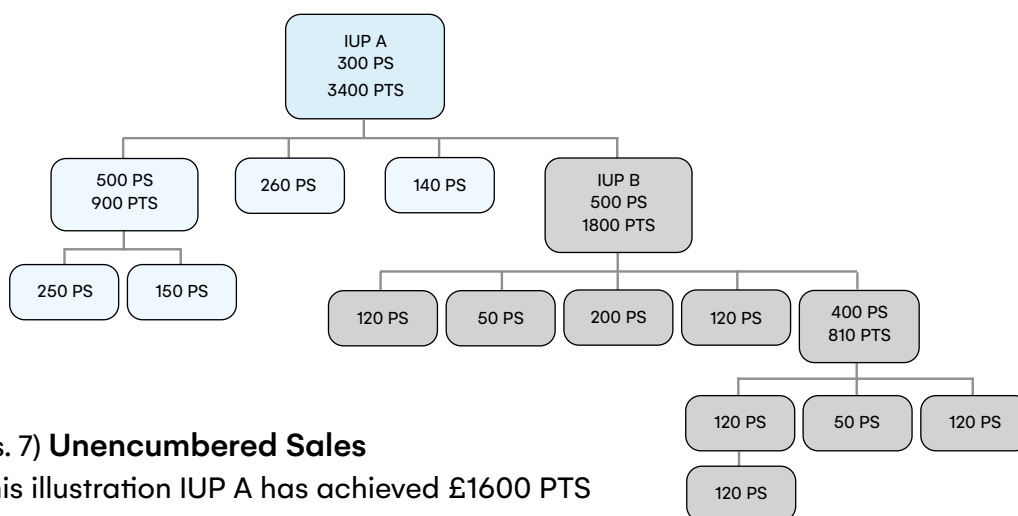
In this illustration, TL A will earn 6% TBB1 on the Personal Team Sales of TL B (shaded).





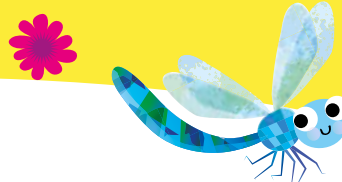


**Unencumbered Sales** (Illus. 7) – Where two or more IUPs are using the same sales to promote to Team Leader status in the same month, each promoting Team Leader has to have a minimum of £1200 Personal Team Sales outside of the downline promoting Team Leader For example, if IUP B is downline of IUP A, IUP A has to have a minimum of £1200 ‘unencumbered’ Personal Team Sales to be promoted.



**(Illus. 7) Unencumbered Sales**

In this illustration IUP A has achieved £1600 PTS outside the Personal Team Sales of IUP B. Both A and B would be promoted in the same month.



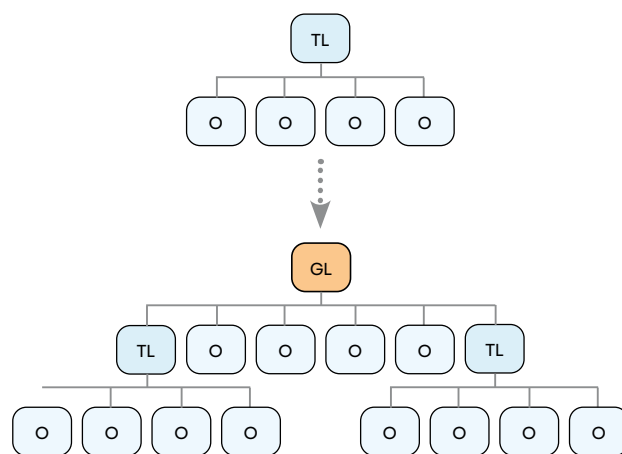
## Group Leader promotion criteria and payment

Promotion to Group Leader takes place when, as a Team Leader:

- Your **Total Title Sales is £6000+** in a computed month
- And two of your first line personally recruited IUPs have qualified as Team Leaders (Illus. 8)
- And you have achieved **£240 Personal Sales**
- And you qualify as a Team Leader in the month

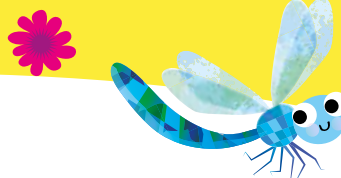
At least one of your new Team Leaders must have promoted in the month(s) prior to your promotion and must qualify as a Team Leader in your month of promotion.

(Illus. 8) Simplified progression from Team Leader to Group Leader



On Promotion to Group Leader you will receive **£300 Rank Advancement Bonus**.

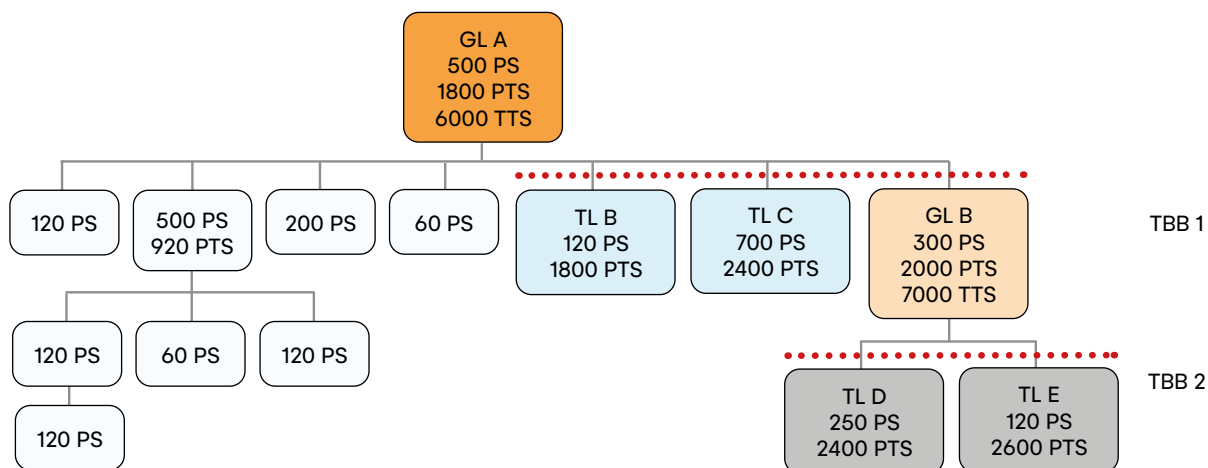
- Following the month of promotion and every subsequent month where you qualify for payment as a Team Leader, your Total Titles Sales is £6000+ and you have two qualifying (they achieve status criteria) Team Leader Legs, you will be eligible for Team Building Bonus Level 2 (TBB2), which is 2% paid on the Personal Team Sales of all qualifying Team Leaders on your second generation (Illus. 9).



TBB2 is in addition to all the bonuses which you are entitled to as a Team Leader.

### (Illus. 9) Team Building Bonus 2 (Group Leader)

In this illustration, GL A will earn 6% TBB1 on the Personal Team Sales of TL B, C & GL B and will ALSO earn 2% TBB2 on the Personal Team Sales of TL D & TL E.

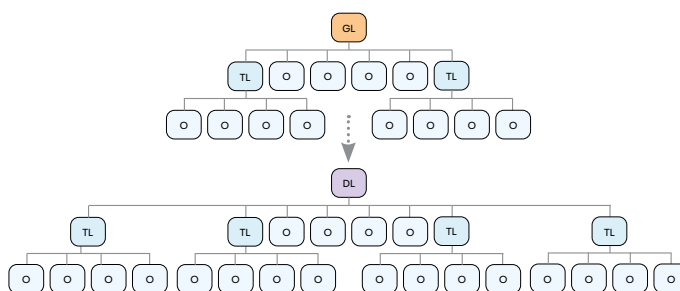


### Divisional Leader promotion criteria and payment

Promotion to Divisional Leader takes place when, as a Group Leader:

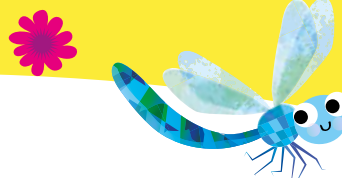
- Your Total Title Sales is **£18000+** in a computed month
- And four of your first line personally recruited IUPs have qualified as Team Leaders (Illus. 11)
- And you have achieved **£240 Personal Sales**
- And you qualify as a Team Leader in the month

### (Illus. 10) Simplified progression from Group Leader to Divisional Leader



At least three of your qualifying Team Leaders must have promoted in the month(s) prior to your promotion and must qualify as a Team Leader in your month of promotion.

On Promotion to Divisional Leader you will receive **£600 Rank Advancement Bonus**.

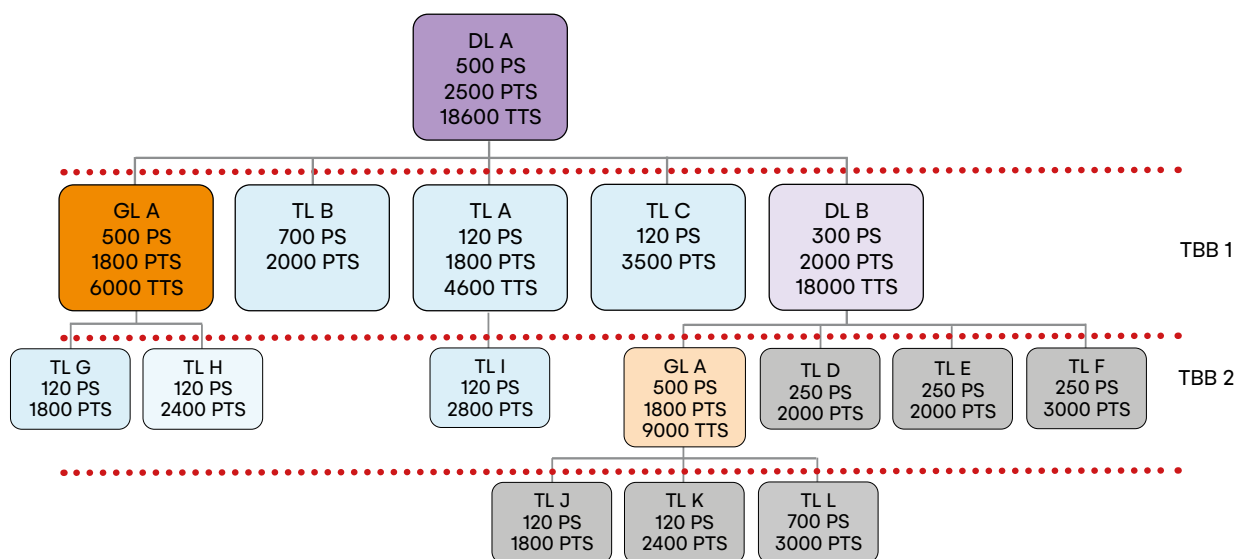


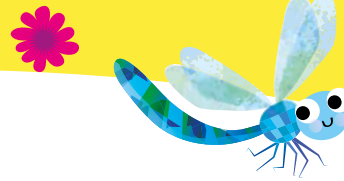
- Following the month of promotion and every subsequent month where you qualify for payment as a Team Leader, your Total Titles Sales is £18000+ and you have four qualifying (they achieve status criteria) Team Leader Legs, you will be eligible for **Team Building Bonus Level 2 (TBB2)**, at the higher rate of 4% paid on the Personal Team Sales of all qualifying Team Leaders on your second generation (Illus. 11).

**TBB2** is in addition to all the bonuses which you are entitled to as a Team Leader.

### (Illus. 11) Team Building Bonus 2 (Divisional Leader)

In this illustration, DL A will earn 6% TBB1 on the Personal Team Sales of every 1st Generation Leader (including DL B) and will ALSO earn 4% TBB2 on the Personal Team Sales on every 2nd Generation Leader. This would also include GL B and Tls D, E and F.



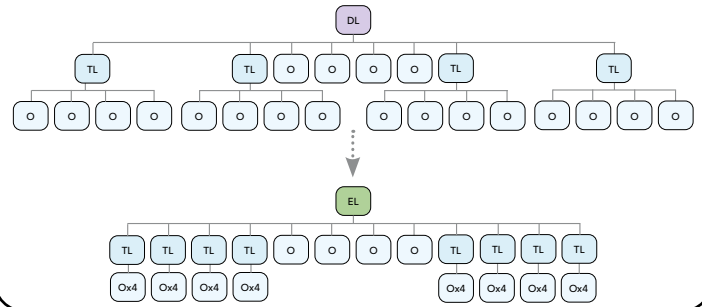


## Executive Leader promotion criteria and payment

Promotion to Executive Leader takes place when, as a Divisional Leader:

- Your **Total Title Sales** is **£30000+** in a computed month
- And eight of your first line personally recruited IUPs have qualified as Team Leaders (Illus. 12)
- And you have achieved **£240 Personal Sales**
- And you qualify as a Team Leader in the month

(Illus. 12) Simplified progression from Divisional Leader to Executive Leader



At least seven of your qualifying Team Leaders must have promoted in the month(s) prior to your promotion and must qualify as a Team Leader in your month of promotion.

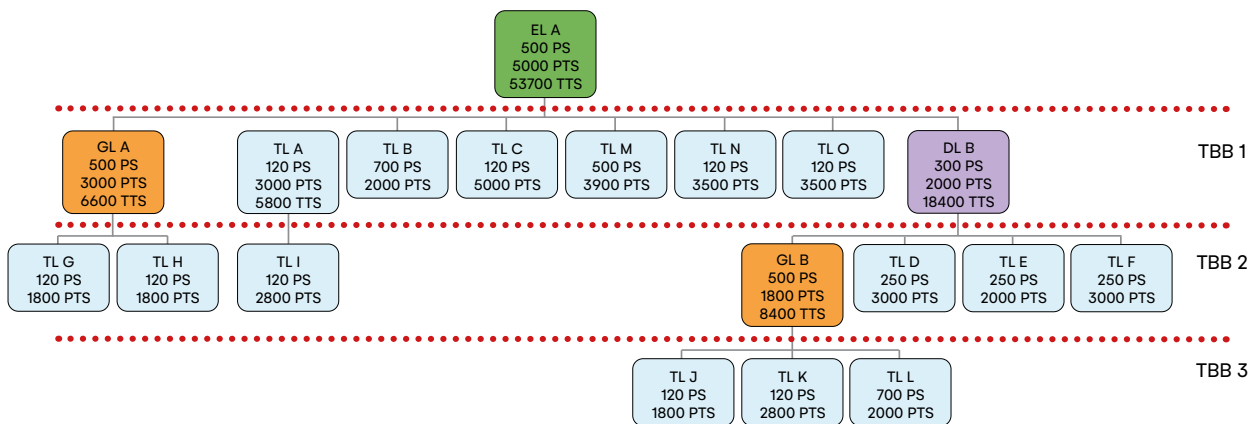
On Promotion to Executive Leader you will receive **£1200 Rank Advancement Bonus**.

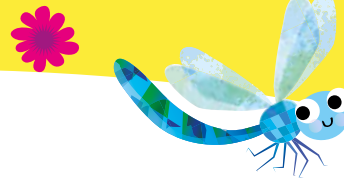
- Following the month of promotion and every subsequent month where you qualify for payment as a Team Leader, your Total Titles Sales is £30000+ and you have eight qualifying (they achieve status criteria) Team Leader Legs, you will be eligible for **Team Building Bonus Level 3 (TBB3)**, at 2% paid on the Personal Team Sales of all qualifying Team Leaders on your third generation (Illus. 13).

TBB3 is in addition to all the bonuses which you are entitled to as a Divisional Leader.

(Illus. 13) **Team Building Bonus 3 (Executive Leader)**

In this illustration, EL A will earn 6% TBB1 on the Personal Team Sales of every 1st Generation Leader, 4% TBB2 on the Personal Team Sales on every 2nd Generation Leader and 2% TBB3 on the Personal Team Sales on every 3rd Generation Leader.





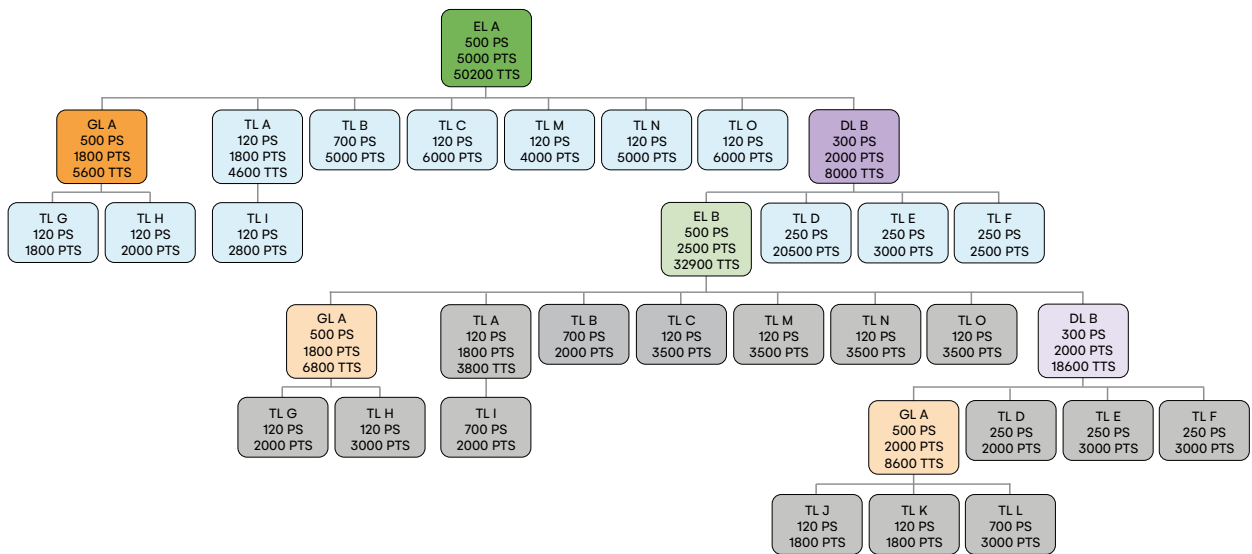
As an Executive Leader you can also qualify for the following additional bonuses:

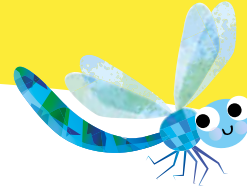
**Executive Productivity Bonus of 1%** of your Total Title Sales when those sales reach £48,000+ in a computed month.

**Executive Leader Bonus of 0.5%** on the Total Title Sales of an Executive Leader who has promoted out from your downline. This bonus is only paid on one generation of promoted Executive Leaders (Illus. 14).

**(Illus. 14) Executive Leader Bonus**

In this illustration, EL A will earn 0.5% Executive Leader Bonus on the Total Title Sales of EL B (shaded).





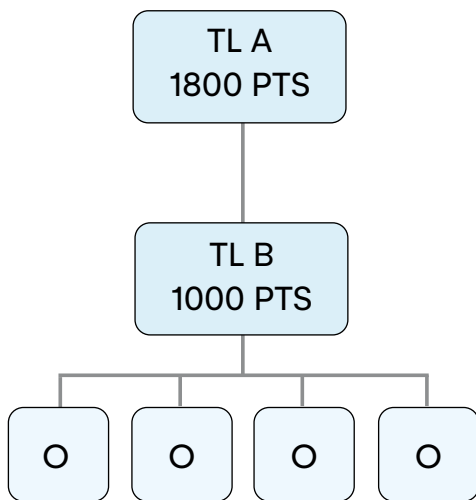
## Compression

The payment plan uses compression at all levels from Team Leader Commission upwards in order to pay the maximum commission possible.

Unqualified volume is compressed up into the qualified volume for payment only.

Volume is not compressed for qualification, only for bonus payment after qualification.

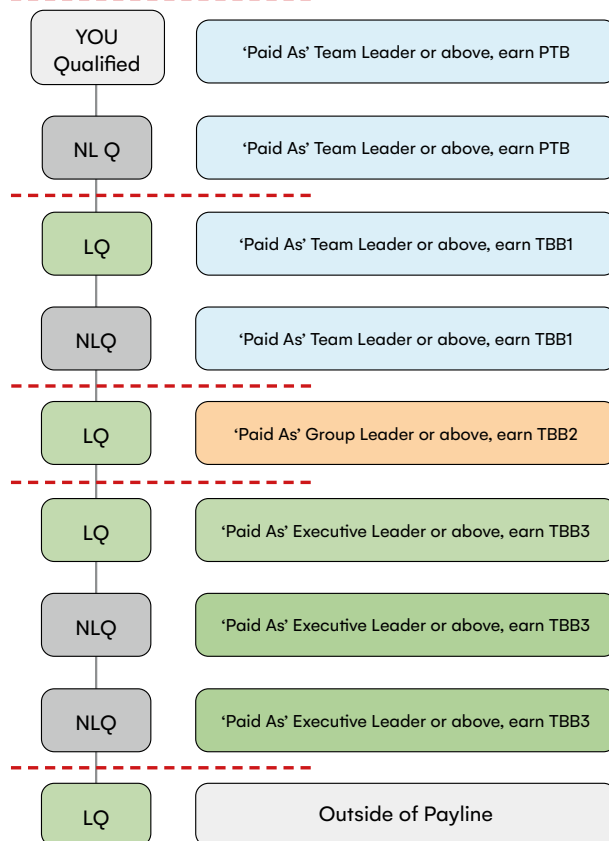
(Illus. 15) **Compression**  
As applied to Personal Team Sales



In the above illustration TL B's Personal Team Sales would be compressed and added to TL A's £1800 Personal Team Sales for bonus payment only. TL A would therefore receive 5% Personal Team Bonus on £2800.

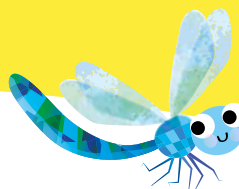
N.B. The sales would NOT be compressed to allow TL A to qualify for payment.

(Illus. 16) **Compression**  
As applied to Team Builder Bonuses



In the above illustration the Leader at the top of the downline is assumed to be an Executive Leader (EL) receiving Team Building Bonuses on three generations of leaders.

The Personal Team sales of the leaders who have not qualified (NLQ) is compressed up into the Team sales of the leaders who have qualified (LQ) for payment only.



## Information relating to promotions and payments

All Leaders must meet the Team Leader minimum structure and sales in order to receive any of the Leader Bonuses.

- A computed month is the timescale on which monthly commissions and bonuses are worked out. The computed month runs from the 1st of the month until midnight on the last calendar day of the month.
- Promotions take effect from the beginning of the following month e.g. if you achieve promotion in March, you will be promoted to the new status with effect from the first 'computed' working day of April. You cannot count someone as 'status-qualified' in your downline in the month of their promotion, only in subsequent qualifying months.
- At Team Leader, Group Leader, Divisional Leader and Executive Leader status, you must achieve the Team Leader payment criteria to be paid any of the override bonuses and commission (other than Mentor Bonus).
- Commission payments for Team Leader status and above are only payable from the month following promotion, provided the appropriate criteria are achieved e.g. if you achieve promotion to Team Leader in March, you are eligible for Team Leader status and commission from April onwards.
- Personal Sales Bonus (2% on your personal sales if they exceed £1200), however, is paid in the month you achieve it.
- All extra commissions (overrides) and bonuses can only be paid or awarded if the IUP (of whatever status) to whom the commission is due has achieved the required Personal Sales Volume that month. (£120 for Team Leader, £240 for Group Leader and above) The exception is Mentor bonus, where the personal sales of the recruit and the recruiter need only be £120+, regardless of status.
- Any adjustments to commission payments (for example refunds) will be made within the same month wherever possible. The company cannot, however, guarantee that adjustments requested on the last working day of the month will be actioned in time to be applied to that month's commission payment.
- Any bonus or commission payments under £48 will be accumulated on your Usborne account until they exceed £48, then paid to you.

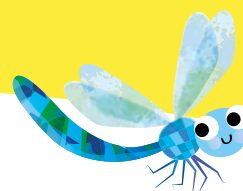
Your "Usborne account" is the sales ledger account you hold at Usborne. This is not a bank account. If you wish to have override commissions paid into a UK or EU bank account fill in the 'IUP commission payment instructions' form attached to your 'Welcome to Usborne' email and send it to the Usborne Community Partnerships Team.

All payments made to UK accounts will be in sterling and payments to EU accounts will be in Euros. Alternatively, you can request the form from the Usborne Community Partnerships Team by emailing [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk).



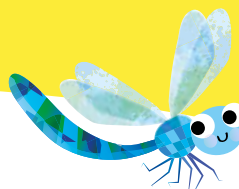
Independent Usborne

# Partner Guide



# Chapter three

## Additional Usborne services



## Working outside the UK

In addition to the services and benefits detailed in this Guide, Usborne offers the following services and information to support IUPs who live and work outside the United Kingdom.

### Starter Kit (non-UK)

All non-UK destinations will pay the current Starter Kit price plus overseas carriage of £12. UK destinations (which include: Northern Ireland, Channel Islands and Isle of Man) do not need to pay additional carriage on Starter Kits.

### Submitting EU Orders

All overseas orders should be paid for in pounds sterling by credit card or sterling debit card (IUPs should check with the card issuer to ensure they can make payments in sterling).

Please note: The titles in our catalogue and leaflets are in pounds sterling and have no Euro prices: we want IUPs to be free to set their own exchange rates when selling books to customers.

When placing orders, you **MUST** ensure that the country the parcel is being delivered to is entered in the Postcode field, and the postcode/zipcode is entered within the main address, as the country must be the last line of the address. Also check that the corresponding country has been selected from the dropdown menu.

## Carriage and delivery on all orders

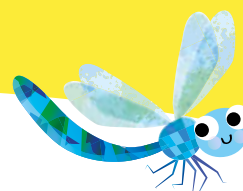
Delivery to European Union addresses takes up to ten working days. Delivery is operated by a national/ international carrier and requires a signature on arrival. Payment of any customs charges, import duties or additional surcharges levied by particular towns/regions are the responsibility of the IUP.

On the following page is the Usborne overseas postage rates. Speak to your Mentor or visit the IUP Admin Area of [www.usborne.com](http://www.usborne.com) for full non-UK administrative information. Alternatively email the Usborne Community Partnerships Team at [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk) if you have any queries regarding these rates.

An annual review of all delivery costs will take place every July, starting in 2023. Following each review, we will, of course, notify all IUPs of any proposed changes in carriage rates.

### Order Query Line

Usborne offers a dedicated **EU Order Query Line – 0044-1865-883166**.



## Non-mainland UK carriage charges

Parcel Destination	Fixed Charge	% of Order Value	Minimum Charge	Maximum Charge
Channel Islands	-	10%	£10	£40
France	-	10%	£10	£40
Germany	-	10%	£10	£40
Isle of Man	-	10%	£10	£40
N. Ireland	-	10%	£10	£40
Republic of Ireland	-	10%	£10	£40
Mainland Italy	-	15%	£15	£60
Mainland Spain	-	15%	£15	£60
Poland	-	20%	£25	£120
Romania	-	20%	£30	£120
Slovakia	-	20%	£30	£120

Table 1: Non-mainland UK Carriage charges in effect until 31st August 2023.

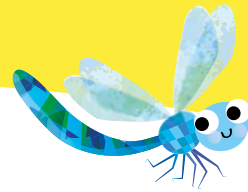
Parcel Destination	% of Order Value	Minimum Charge	Maximum Charge
Channel Islands	10%	£10	£50
Republic of Ireland	10%	£10	£50
N. Ireland	10%	£10	£50
Isle of Man	10%	£10	£50
France	15%	£25	£80
Germany	15%	£25	£80
Mainland Italy	20%	£35	£100
Mainland Spain	20%	£35	£100
Poland	25%	£35	£120
Romania	25%	£40	£150
Slovakia	25%	£35	£150

Table 2: Non-mainland UK Carriage charges with effect from 1st September 2023.

We understand the following countries are a part of the UK, but they have been included on the Non-mainland UK Carriage List due to the parcel courier delivery routing:

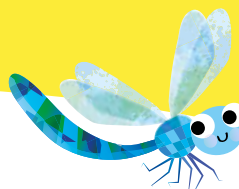
N. Ireland, Isle of Man and Channel Islands.

Please allow up to ten working days for delivery. Parcels will be delivered via courier and will require a signature on arrival.



# Chapter four

## Important business information



## General administration and policies

### General rules

All IUPs should be aware that they cannot pay for another IUP's order, either in whole or in part.

Please note, an IUP cannot pay for another IUP's order. If you do so, the order volume will be calculated as zero. Please remember that customer card details must only be entered on the relevant order which relates to the goods the customer has purchased.

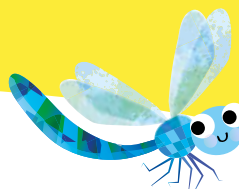
Whenever we discover an IUP paying for another IUP's order, either in whole or in part, our policy will be to amend the entire Sales Volume on that order to zero, without notice to either of the IUPs involved.

If the order is discovered in the current month then it will not count towards any upline commissions for that month.

If the order is discovered at or after the month end then we reserve the right to rescind any promotion which requires the volume from the order in question and to adjust the commissions for that month accordingly.

If necessary this adjustment will be made via the IUP's Usborne account rather than delay commission payments to all IUPs.

If the discovery is made some time later we reserve the right to demote retrospectively any IUP whose promotion was secured by the volume of an order paid for by another IUP and/or to disqualify them from any relevant incentives where the order volume has counted towards their qualification.



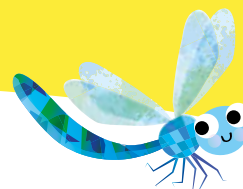
## Recruiting rules

1. You may recruit within the United Kingdom and Channel Islands, and in selected EU countries (visit the 'Working in Europe' Training area within 'Tools & Downloads' on the IUP Admin Area of [www.usborne.com](http://www.usborne.com) for details).
2. Recruits must be over 18 years of age on the date of joining.
3. Only one kit per household/address is allowed.
4. Previous IUPs, or other household members, may not rejoin until three months after their withdrawal, nor can anyone at your address, nor a member of your immediate family, nor yours or their partners, unless with the full and prior agreement of the company.
5. A recruit must register using his/her home address (e.g. a teacher can join as an individual but not on behalf of his/her school).
6. Usborne reserves the right to refuse an application to join or rejoin without giving reason.
7. IUPs must not pay for another IUP's Starter Kit either in whole or in part. IUPs must also not offer any kind of refund or additional incentive to another IUP (be it financial or any form of gift) for joining Usborne. A new IUP must complete the sign-up process themselves (i.e. it cannot be completed on their behalf) as they are obliged to have read and understood the terms and conditions of our Agreement first hand. This applies to all new IUPs.

## Incentive rules

The following rules apply to all Usborne incentives, unless otherwise indicated:

1. All incentives will be based on Personal Sales and/or Personal Team Sales (as defined on [page 19](#)) for the incentive period.
2. Cut-off dates for computed figures will be as published in the relevant Incentive Criteria to be found on the IUP Admin Area of [www.usborne.com](http://www.usborne.com).
3. For travel incentives, Usborne will pay for travel from the UK point of departure (unless otherwise stated). IUPs living outside the UK will be deemed to start their travel from their point of entry into the UK.
4. Usborne will not be responsible for incorrect or late orders, payments, or New Independent Usborne Partner sign ups, which may affect incentive results.
5. Where an incentive refers to an order or an event, this means an order with a minimum sales volume of £120.
6. Where an incentive refers to a recruit, the recruit will not count until their first order of £120 or more total sales value has been submitted. The company deems a recruit to be a bona fide IUP who intends to build a business selling Usborne books.



7. The company reserves the right to amend the details and/or dates of any incentive, prize or event, as a result of extenuating circumstances. These may include over subscription, extreme weather & any other issue that the company deems relevant.
8. The company reserves the right to refuse an incentive prize to anyone who, in the company's opinion, has contravened incentive rules or requirements, or who has not adhered to the company's Code of Practice or terms of their Agreement.

## Policy regarding registered account address

The registered account address you add within the 'My account' section of Online Services should be your home address and should not be amended frequently or without good reason.

Your registered account address needs to be the address where we can contact you. As such, you must provide your given name rather than a company name in the contact details.

The address you provide (and more specifically the country) defines a number of parameters that may affect your account, including (but not limited to):

- Quickstart incentive dates
- VAT calculations applied to orders
- Pricing and availability of specific special offers

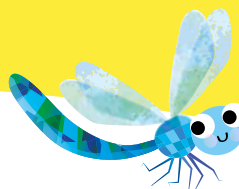
(Each of the above being pertinent to some European countries)

In order to accurately apply these, we ask that you use your home address in the 'My Account' section at all times.

## "Invoice to" facility

As you may be aware, the company can offer an "invoice to" option, where we can store a different address in the system to appear on your invoice details. This facility is designed to assist those IUPs who need to register their Usborne business as a company (pertinent in some European countries). The "invoice to" will not appear on your commercial invoice.

If you require this service and have not yet asked us to set it up for you, please email the team ([partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk)), providing the name and address required.



## Policy regarding placing orders (and stock) on hold

The purpose of the hold function is to allow IUPs to have guaranteed access to stock while they assemble a genuine order and IUPs may place an order on hold at any time.

All stock items, which have been added to an order, will be reserved while said order remains on hold for a maximum of four complete days. After this time the system will automatically delete the order and the stock will be released.

The company may amend the period for which an order can remain on hold, e.g. during a Sale Period. IUPs will be notified in advance of any change to the hold function. It is important to note that any/ every order in the system at the time a change to the hold function is made will be subject to the new “on hold” time limit. It is the individual IUP’s responsibility to manage incomplete or unprocessed orders at all times.

Examples of when to use the hold function might be appropriate include:

- A large order which may take some time to enter
- A large order where the customer may require extra time to provide their list of free book choices, (e.g. schools)
- An event running over several days
- An IUP has had a definite enquiry for a specific title but not yet a confirmed order

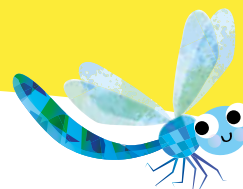
IUPs must not place stock on hold with the intention of reserving it for other IUPs, whether in their downline or not.

The hold function is not intended to be used as a facility for IUPs to reserve stock in case they might get an order at some future date. Such activities simply prevent other IUPs from placing confirmed orders for that stock.

The company reserves the right to remove stock from held orders (or delete the orders entirely) with fair notice, should it believe that an IUP is using the on hold function outside the terms of this policy.

Should an IUP be in persistent breach of this policy, we reserve the right to terminate their Agreement.





## Policy regarding deliveries

Usborne is referred to as “Usborne Publishing Limited” in this policy.

Usborne Publishing Limited’s standard delivery service is to the Independent Usborne Partners (IUP) registered address as it appears on their Usborne account. Usborne Publishing Limited’s obligation in delivering the order ends once it has reached the delivery address specified on the order.

Where the IUP has ordered on behalf of (and arranged direct delivery to) a customer, it is the IUPs responsibility to report any delivery problems to Usborne Publishing Limited in the first instance. Usborne Publishing Limited will then liaise directly with the customer if preferred by all parties.

For deliveries arranged by the customer themselves (e.g. virtual party or website orders), Usborne Publishing Limited will liaise directly with the customer.

If the IUP, or the customer, subsequently chooses to forward all or part of the order to another address, Usborne Publishing Limited will not be responsible for the onward delivery of the order and will accept no liability for any damage or loss which occurs in the onward transportation.

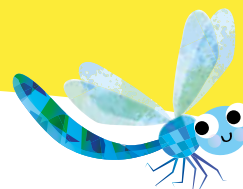
It is the IUPs responsibility to ensure the customer receives their items in good condition, including providing replacements for missing or damaged goods. Any such arrangements are between the IUP and the customer, and Usborne Publishing Limited is not liable in any way.

In the event of a complaint from a customer regarding non-fulfilment of a delivery by an IUP, Usborne Publishing Limited reserves the right to protect its reputation by resolving the complaint (in accordance with the DSA Code of Practice), either by supplying the missing or damaged goods or by issuing a refund. In such cases, Usborne Publishing Limited will charge the IUPs account with the full costs incurred by Usborne Publishing Limited, plus a handling charge of £10 per order.

### Using alternative addresses

All IUPs may enter an alternative delivery address at the time of placing their order and Usborne Publishing Limited will deliver to that address.

If the alternative address is in a different delivery area to the IUPs registered address, then the delivery charges applicable to the alternative delivery address will apply.



## Damaged or missing items

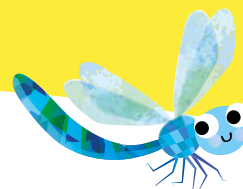
In the event of any problems with the delivery of any order (e.g. missing or damaged items) which require replacement items to be sent, these will be delivered to the same address as the original order at Usborne Publishing Limited's expense.

Any damaged or missing items must be reported to Usborne Publishing Limited when the order reaches the delivery address. The deadline for reporting damaged items is 21 days from the order date. Any cases of damaged items reported after this time-frame will not be eligible for a replacement item/reorder. Usborne Publishing Limited will provide any necessary replacement at its own expense. We reserve the right to process a Credit Note for the titles to the IUPs Usborne account instead of providing replacement products. The IUP will be required to supply photographic evidence of all the reported damaged titles being destroyed; this is to be done by removing the title page of each book that a Credit Note is to be processed for. Photo evidence must be received before the Credit Note can be processed. As a result of the Credit Note being processed the IUPs monthly volume will be adjusted accordingly. It may be possible, by prior arrangement, with the Customer Relation Team, to donate the damaged books to a charity or local school. Contact them at [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk).

Should the IUP require replacement items to be sent to an address other than the original delivery address, the IUP must inform Usborne Publishing Limited at the time of reporting the problem. We will do our best to facilitate delivery of replacement items to the address requested, provided we have been informed before the replacement order has been processed. If the new delivery address is not in the same delivery area as the original address, then the IUP will be required to pay the additional cost of delivery to the new address. Usborne Publishing Limited reserves the right to recover any damaged items from the delivery address by means of forwarding a returns label and arranging for a collection at a convenient time. All costs of such returns will be borne by Usborne Publishing Limited.

## Data Protection

Usborne, in common with other reputable companies, takes very seriously the legal rights of individuals, including their right to privacy in relation to their personal data and expects the same from its IUPs. Please refer to the Terms and Conditions which provides important information about your obligations relating to personal data.



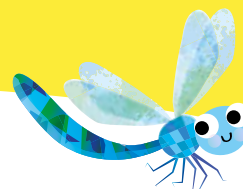
## Company code of practice

Usborne Community Partnerships is a division of Usborne Publishing Limited, a highly reputable and respected company of global standing. As such, every Independent Usborne Partner (IUP) is expected to comply completely with the terms and conditions of this Guide and their Agreement and to conduct their business in a respectful and professional way in line with that standing and reputation. This includes conduct towards customers, colleagues and company members. The company reserves the right to deem persistent failure to comply with these requirements to be a fundamental breach of the IUP Agreement and will inform an IUP of any such breach in writing before proceeding with subsequent action, which may include termination of their IUP Agreement.

Usborne is an award-winning member of the Direct Selling Association (DSA, [www.dsa.org.uk](http://www.dsa.org.uk)). As an IUP representing a member company, you must abide by their code. Before any company is admitted into the DSA it must undergo investigation to establish that its reputation, reliability, and standards of fair dealing can be depended upon. On becoming a member, the company is required to comply strictly with the DSA's Code of Practice. The DSA Code protects both the seller and the customer from being mistreated or cheated. You can obtain a copy of the full Code of Practice from the DSA website or by writing to: The Direct Selling Association, PO Box 1682, Unit 14, Northampton, NN1 9NG. The DSA Consumer Code reminds you that good consumer practice makes good business sense: your sales success will be enhanced by giving accurate answers to customers' questions, readily accepting a clearly expressed wish of the customer not to make a purchase and being respectful and courteous at all times.

You will not use the Usborne brand, or its goodwill and services to promote any other business or product, whether free or otherwise. Any promotion of Usborne products must be entirely separate from the promotion of other business or personal interests. An exception to this is that you may give away products from other brands/organisations, alongside Usborne books, as part of competition prizes or giveaways. Any such items should be given entirely free of charge and not offered for sale, you must also not promote the sale of these products via any other seller/retailer. We ask that you align any such items to Usborne's brand values, meaning that they should be entirely safe and appropriate for children/families, ethically/sustainably produced (e.g. no single-use plastics or plastic packaging), and ideally sourced from other independent businesses. As an Independent Usborne Partner you are solely responsible for sourcing and paying for any such items, and responding to any feedback which might arise from your customers, including any complaints about them.

An IUP must not sell Usborne products through, or to, any retail outlet, including online outlets, whether hosted by yourself or a third party. You can only sell books online through your official Usborne website (Independent Usborne Partner shop at [Usborne.com](http://Usborne.com)) or via social media from your Independent Usborne Partner account/s, so long as you are compliant with the Usborne copyright and trademark policy (as set out in this Guide) in all areas of your Usborne business.



## An expectation of all Usborne leaders

On successful promotion to a leadership status with Usborne (defined by the company as Team Leader status or above), you must no longer:

- a) Represent any other bookselling or Direct Sales Organisation
- b) Try to recruit anyone else to do the above

Within the terms of the above code of conduct, a “Direct Sales Organisation” is defined as any multi-level, party plan or network marketing company or organisation that offers goods or services (or recruits individuals in order to offer goods or services) direct to the end consumer.

“At the same time” may be construed by the company as being for the duration of your being part of Usborne, not necessarily just at the same event.

The company contacts every Team Leader ‘promotee’ to ask them to confirm, by email, that they adhere to the above requirements. Failure to comply with this code of conduct is considered by the company to be prejudicial to the company’s interests and, therefore, a breach of the terms of the IUP Agreement.

As an IUP you must make it clear in any dealings with third parties (including advertising) that you are an IUP. You must not imply in any way that you are Usborne Publishing Limited or that you are an employee, representative or agent of Usborne Publishing Limited.

As an independent business person it is your responsibility to comply with any and all relevant legislation, including that which is specific to the region or country in which you operate as an IUP.

## Usborne copyright and trademark policy – including social media and online

The Usborne copyright and trademark policy ensures that both Usborne and IUPs are represented professionally and comply with copyright law.

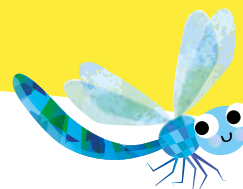
This policy applies everywhere that you are representing your Usborne business both on and offline.

**As a publisher, intellectual property — including copyright and trademarks — forms the basis of our business. Usborne Publishing Limited (known as Usborne) takes any breach extremely seriously and will, without fail, request compliance. In the case of failure to comply, we will enforce the relevant laws wherever necessary.**

### Key points of the copyright and trademark policy

#### Usborne Intellectual Property:

- **The name ‘Usborne’:** The words “Usborne” and “Usborne Community Partnerships” are legally registered trademarks of Usborne Publishing Limited and cannot be used as any part of an IUP’s business name, printed marketing, website address, email address or a profile name or title on any website, social networking site, chat room or forum.



- **Balloon logo:** The Usborne balloon logo is a legally registered Trademark of Usborne Publishing Limited and therefore cannot be used by IUPs for advertising/marketing purposes, online or offline, unless it formal permission has been granted in writing by Usborne Publishing Limited.
- **Poppy and Sam / Farmyard Tales Little Yellow Duck:** The Little Yellow Duck illustrated character is a legally registered trademark of Usborne Publishing Limited and therefore cannot be used by IUPs for advertising or marketing purposes (including social media profiles) on-or offline, without written permission from Usborne Publishing Limited.
- **Images:** Book covers and illustrations from Usborne books remain the copyright of Usborne Publishing Limited and as such cannot be copied, tampered with, reproduced in another form, transferred or adapted, without prior written permission from Usborne Publishing Limited.
- **Blogs, forums chat rooms and social networking websites:** Nicknames, profile or group names and profile images must not suggest that you are Usborne Publishing Limited (or any division thereof), or that you are an employee, representative or agent of Usborne Publishing Limited. That includes associating yourself as an ‘employee’ of Usborne on LinkedIn and other social media sites, as this is misleading. IUPs are self-employed.

Exceptions: You are permitted to use the title “Independent Usborne Partner” in certain situations. Please read the “Independent Usborne Partner Brand Guidelines document and guidelines for individual social media platforms, available in the “Tools & Downloads” section of the Independent Usborne Partner Admin Area of [www.usborne.com](http://www.usborne.com).

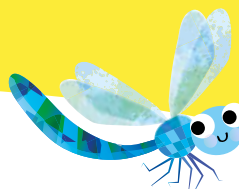
You can share covers, illustrations and other imagery from any of Usborne’s official social media channels, but please share the post (which may include relevant credits/copyright information) rather than saving assets and sharing them as your own. You are also permitted to share Usborne book covers and spreads, if the images appear on [www.usborne.com](http://www.usborne.com). You must not alter these in any way.

## Applying the copyright and trademark policy:

### Advertising

- **Use of Intellectual Property:** Use of Usborne Intellectual Property to advertise an IUPs business through any online outlet (including but not limited to online auctions, and through social networking sites) other than a Personalised IUP Website, is not permitted, unless prior written permission from Usborne Publishing Limited has been granted.

If permission is given, all promotional material/advertising is the responsibility of the IUP, except for website company profiles, which must (again) be approved by Usborne Publishing Limited. Permission (if granted) will be only in the specific instance for which the request was made.



- **Tools & Downloads**: Usborne has also created a library of branded items, which are available for IUPs to download and use from the IUP Admin Area of [www.usborne.com](http://www.usborne.com) IUPs are free to use these files to promote their businesses and do not need to seek prior, written permission. Please note that these must not be changed or adapted in any way.

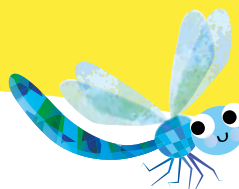
Usborne will not book or subsidise payment for an IUPs advertising.

**Independent Usborne Partners (IUP) are not permitted to advertise their Usborne business on a national level through any magazine, publication or website.**

- **National events**: Large national trade events require prior written permission from the Usborne Community Partnerships team before an IUP can book a stand.  
You must seek permission from the Usborne Community Partnerships Team to exhibit, no less than 3 months in advance of the event date. If permission is given, all promotional material/ advertising for the exhibition is the responsibility of the IUP, except for website company profiles, which must be approved by Usborne Publishing Limited.  
This material must be in accordance with the Usborne copyright and trademark policy. You must inform the Usborne Community Partnerships Team with the website entry deadline (if applicable), no later than 2 months in advance of the show date(s).  
Usborne will not book or subsidise payment for an IUPs event.
- **Online advertising**: Use of Usborne Intellectual Property to advertise an IUPs business through any online outlet other than a Personalised IUP Website, online auctions, and through social networking sites is not permitted, unless prior written permission from Usborne Publishing Limited has been given. If you are using the advert to recruit, you MUST include the DSA statutory Wealth Warning which reads as follows:  
It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

## Websites and online content

- **Personalised Independent Usborne Partner Websites**: Extensive copyright material, including covers and spreads from the complete Usborne catalogue, is available for you to use online through a Personalised IUP Website. In no instance is this material permitted to be reproduced on a non-templated website or any other website.
- **Selling Usborne books online**: IUPs are only permitted to sell Usborne products online through Personalised IUP Websites. Selling Usborne products through any other online outlet, online auctions, and through social networking sites and non-Usborne websites is not permitted, with the exception of Facebook stores. Please read the “Guide to Facebook stores” in [Tools & Downloads](#) for more information.



- **Posts, tweets, online comments:** Should a post, tweet or online comment made by yourself breach any of the terms of our Social Media Policy, we reserve the right to ask you to remove said article.
- **Non-Usborne websites:** None of the Usborne Intellectual Property may be used on non-Usborne websites, including metatags, search engine banners or links to non-Usborne websites. IUP Agreements must not be made available to download from a non-Usborne website.
- **Non-Usborne website domain names, addresses and URLs:** The use of the words “Usborne”, “Usborne Books for Schools”, “Usborne Community Partnerships”, or any misspelling thereof, such as “Usbourne” in a non-Usborne website domain name, address and URL is not permitted.
- **Reviews:** IUPs can supply reviews of Usborne books to publications, websites and other related media. If images are required, you must seek permission from the Usborne Community Partnerships Team at least one week in advance of any copy deadlines.
- **Independent Usborne Partner quotes:** For marketing purposes, Usborne reserves the right to use success stories, quotes (including those made on Usborne social networking pages or profiles) or articles submitted by IUPs and to edit them accordingly to meet editorial and website requirements.

## Use of non-Usborne copyrighted material

You should not use any images, graphics or text to promote your business via any medium, without seeking and receiving confirmation of permission from the copyright holder.

It is your responsibility to ensure that, where applicable, any payment for usage and/or acknowledgement of copyright ownership is made in relation to such materials that you do use.

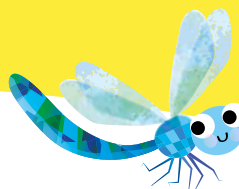
## Advertising – on and offline

You are not permitted to use any covers, illustrations or spreads from any Usborne titles in your adverts, unless prior permission has been given by Usborne Publishing Limited.

Please note:

- You cannot advertise at a national level – only regionally. Advertising nationally may look like you are Usborne itself, which is illegal.
- You **MUST** include your full postal address in any written advert either online or offline. People need to be able to contact you directly. This is a legal requirement.
- If you are using the advert to recruit, you **MUST** include the DSA statutory Wealth Warning which reads as follows:

It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.



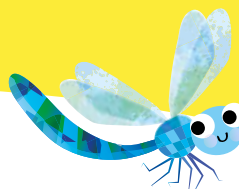
## Search Engine Marketing (Google Adwords)

Search engine companies like Google, Bing and others have advertising systems which help businesses advertise their websites in search engine results (Adwords is Google's system, for example). Independent Usborne Partners (IUP) are not permitted to buy keywords which include the word "Usborne" or any misspellings (examples would include "Usbourne" and "Osborne"). Due to the way these systems work, advertisers may not specify completely the keywords that search engines show results against. Therefore if you choose to use Adwords (or similar advertising systems for other search engines) you must add the following terms (as well as ones we may identify in future) as negative broad match keywords to your account so you do not accidentally show ads against them:

- Usborne
- Usbourne
- Osborne
- Osbourne
- Usborne books at home
- Usbourne books at home
- Osborne books at home
- Osbourne books at home
- Usborne community partnerships
- Usbourne community partnerships
- Osborne community partnerships
- Osbourne community partnerships
- Usborne communities partnerships
- Usbourne communities partnerships
- Osborne communities partnershipspartners
- Osbourne communities partnerships

Please also ensure that you do not use the word Usborne in the copy of the ad itself.





## Some best practice guidelines for Independent Usborne Partners (IUP)

We ask that IUPs adhere to the following best practice guidelines at all times:

### Social media etiquette

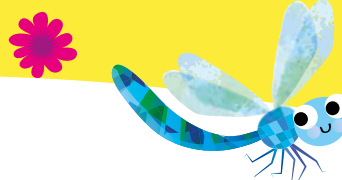
1. To guarantee that questions or communications IUPs wish to raise with the Usborne Community Partnerships Team (relating to your business) are answered speedily and to your satisfaction, we ask that IUPs contact us via email ([partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk)) rather than via social media.
2. In order to allow visitors to the official Usborne Community Partnerships Facebook page to feel welcome, we ask that IUPs do not post direct links to their own business pages there. Please refrain from promoting your own business in the blog comments but instead use the share icons to share content.

### Security and Legal Issues:

Usborne reserves the right to ensure that confidentiality and its reputation are protected. If you wish to use a personal profile on a social network site, forum, or blog to promote your Usborne business, we ask that you consider the following:

- In the interests of protecting the Usborne brand, you must refrain from using the Usborne name on any personal networking site in conjunction with any picture or information that may be deemed to be even slightly inappropriate in the context of a brand which parents trust worldwide to provide quality content for children.
- Ensure you do not conduct yourself in a way that is detrimental to Usborne and take care not to allow your interaction on these websites to damage working relationships between fellow IUPs, members of Usborne staff and the public at large.
- Ensure that you are security-conscious, and take steps to protect yourself from identity theft, e.g. by restricting the amount of personal information you give out. Social networking websites allow people to post detailed personal information such as date of birth, place of birth and favourite football team, which can form the basis of security questions and passwords.
- Ensure that no information is made available that could provide a person with unauthorised access to Usborne and/or any confidential information from social networking websites.

**Various legal claims can arise from inappropriate use of the system.**



## Particular attention should be paid to the following:

- Email communications are now considered as legal documents and can be used as evidence in a court of law.
- You must refrain from recording any confidential information regarding Usborne on any social networking website.
- When choosing a 'trading name' for your Usborne business, be mindful of existing companies' names which are their intellectual properties. You must not use any name that legally belongs to (or is considered to be similar to) an established company or brand.
- Information and images on the internet are subject to copyright protection. Do not download any material that could be considered copyright e.g. other company logos, text extracts. This includes materials which are Copyright Usborne Publishing Limited.

## Permission for advertising and marketing

Permission requests should be sent to [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk) FAO the UCP Marketing Team with 'Permission request' as the subject heading, before any copy has been passed on to the external party. Requests should be made well in advance of the copy deadline and **no later than one week before the final copy deadline.**

The Usborne Community Partnerships Team will not consider requests that are submitted after this time.

Copy of the proposed advertising/marketing material should be attached to each request.

Each permission request will be treated on its own merits. Usborne reserves the right to grant or refuse a permission request, without giving reason and if due notice is not received.

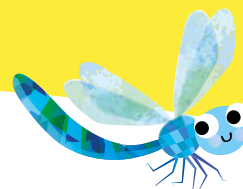
It is in your interests to contact us with requests far in advance of copy deadline.

**Please note:** Permission to use Usborne Intellectual Property is granted on a project-by-project basis. If you wish to use Usborne Intellectual Property again for further advertising/marketing, you must submit a permission request for each instance.

## Insurance

You may have to inform your insurers of your new business to make sure your existing cover is not affected. Check that your home contents insurance will cover the maximum amount of books that you are likely to store there.

If you use your car to carry around stock, go to meetings or events and visit potential recruits, you may have to adjust your insurance to cover business use (you do not have to pay 'commercial traveller' rates).



## Public Liability Insurance

As part of Usborne Publishing Limited, Usborne has Public Liability Insurance, but this covers the company only and not individual IUPs, who are self-employed. As an IUP, it is your responsibility to assess the risk and to take out appropriate insurance to cover your business.

Public Liability insurance for IUPs is available from a reputable insurance broker. Find out more on the Usborne website (see 'Your day-to-day business' section in the IUP Admin Area of [www.usborne.com](http://www.usborne.com)) or you can make your own arrangements if you prefer.

## Taxes

As an IUP you are an independent business person and are liable to pay your own taxes, National Insurance contributions and VAT, should your income be high enough. It is your responsibility to find out if you are liable to pay tax, VAT or National Insurance.

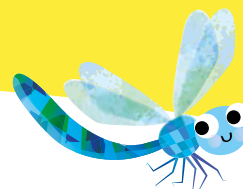
You should check the current levels of income at which you have to pay tax and National Insurance contributions. The Tax Office and Department of Social Security will tell you what those levels are. If you are doing well, or if you have another job as well as working as an IUP, then you may be eligible to pay.

In the UK, at the time of writing, you have to pay VAT when your yearly turnover (not profit) exceeds £85,000 (as at 01/04/18). Contact the Customs and Excise office if you think you may be liable or to check whether the threshold has changed.

If your total income from Usborne and any other source exceeds your personal allowance, you may be entitled to claim relevant expenses incurred against your income. If you have any doubts we suggest that you consult an accountant or your Inspector of Taxes. You can ask your local Tax Office to send their 'Starting in Business' booklet.

Outside the UK, we strongly advise all IUPs to consult their local Tax Office or equivalent for information specific to their financial situation.

**Remember, it is your responsibility to find out if you are liable to pay tax, VAT or National Insurance. You are required to register as self-employed within three months of starting your own business. If you are concerned, contact all the above offices and make sure you keep records of all transactions.**



## Raffles & Lotteries

If you are organising a lottery or a prize draw it is your responsibility to ensure you are compliant with the laws applicable in your country/region of residence. If in doubt, you should seek legal advice.

We strongly advise all IUPs based outside Great Britain to ensure they are compliant with the law in the country that they reside in.

We would like to draw your attention to the British law regarding the use of lotteries or raffles, which we know a number of IUPs use in their businesses.

This includes the use of 'Lucky Squares' where a charge is made to purchase a square. Unless all funds are given to a good cause, you must have a licence to run a lottery or raffle.

Please see The Gambling Commission's guides to running a Lottery or a Prize Draw:

<https://www.gamblingcommission.gov.uk/public-and-players/guide/fundraising-prize-draws-raffles-and-lotteries>

## Stopping accounts

In the event of a payment from you being rejected, the Usborne Community Partnerships Team will telephone/email you, advising you of the problem and ask you to rectify it within seven days.

If you do not reply within seven days, you will receive a reminder advising you that your Usborne account will be stopped unless we receive payment within seven days.

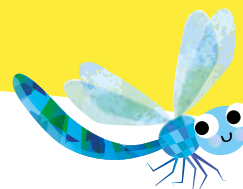
If you still do not reply, you will receive a third and final communication advising you that your Usborne account has been stopped and that, unless we receive payment in full within seven days, legal action will be taken.

## An expectation of professionalism

All Independent Usborne Partners (IUPs) have a responsibility to reflect and represent Usborne ('the Company') to the highest professional standard.

As an IUP, and as part of your Agreement with us, you are expected to conduct your business in an ethical and honest manner and achieve and maintain high standards of conduct and performance.

You must not do anything which may harm or damage the reputation of your business, the Company or the Usborne brand, nor do anything that brings the Company into disrepute.



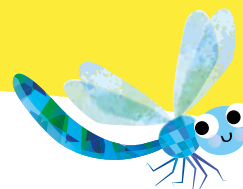
All IUP's when representing the Usborne brand must:

- Demonstrate the highest levels of professional behaviour and communication in any interactions (e.g. maintain good timekeeping, promptly responding to communications and communicating in a professional manner)
- Maintain a professional profile on all your Social Media profiles — this includes avoiding posting any personal opinions and ensuring that all communication meets a professional standard and the guidelines of our 'Your Online Presence with Usborne' policy
- Treat everyone you come into contact with equally and with dignity and respect in line with our Equal Opportunities policy
- Ensure that all communications whether in a private, closed or public context are beyond reproach
- Follow and fulfil any requirements of the Company's policies, procedures and terms and conditions of your Agreement with the Company
- Ensure all records and paperwork related to your business are completed accurately and in a timely manner
- Maintain business and commercial confidentiality
- Follow all legitimate instructions given within the requirements of your IUP Agreement

Where your conduct falls short of these, the Company reserves the right to terminate your IUP Agreement and account without notice.

In particular, we regard the following as examples of unacceptable conduct from IUPs. This is not an exhaustive list.

**If, at any point, you are unsure of how to respond or deal with a difficult situation you are faced with relating to your Usborne business, we ask that you make contact with your Mentor or upline Leader, in the first instance, to seek advice and guidance. In exceptional circumstances, you are also invited to contact the Usborne Community Partnerships Team team, [partner.support@usborne.co.uk](mailto:partner.support@usborne.co.uk) for further counsel.**



## Status change and resignation

### Status change

Once you reach Team Leader status or above, you must achieve the appropriate status payment criteria at least once in a rolling period as follows:

**Team Leader** — rolling three months

**Group Leader** — rolling three months

**Divisional Leader** — rolling four months

**Executive Leader** — rolling six months

If, for any reason, you do not achieve the payment criteria for your status during the relevant period, you will be re-classified to the status at which you were last paid, with effect from the beginning of the following month. This could be more than one Leader level.

The effect of such a re-classification is merely a change of status: you will not lose any of your downline (all of your first line recruits, plus all their first line recruits and so on, ad infinitum).

In all cases you will be immediately eligible to promote again, subject to the usual promotion criteria. You will not be eligible for Rank Advancement Bonus on re-promotion.

In the unlikely event that you wish to give up your status voluntarily, you must notify the Usborne Community Partnerships Team in writing. The change in your status will take effect from the beginning of the computed month following receipt of notice (e.g. requests received between 1st May and 31st May inclusive will result in a change of status with effect from the beginning of the computed month of June).

### Resignation

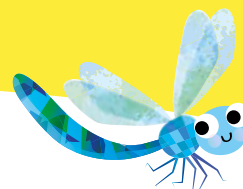
You may resign as an IUP by informing the Usborne Community Partnerships Team in writing. Your details will then be removed from our records in the month following receipt of your written resignation, and any IUPs you have recruited will henceforth move to your original Recruiter (who will not be eligible for the Mentor Bonus as this only applies to personal recruits).

Any commission payments due will be paid at the next due date, less outstanding debts (if applicable).

With regards to the resigning IUP's immediate upline: all leaders beneath the resigning IUP will count as one qualifying leg only for future payment qualification.

If you give written notice of resignation within 14 days of joining Usborne your payment will be refunded provided the Starter Kit is returned promptly and in complete and resalable condition.

If you give notice of resignation within 14 days of being accepted as an IUP, you are entitled to a full refund of all monies paid. If you give notice after this period you are entitled to a full refund less the administration charge.



**Please note:** In order to keep our administration efficient, we will automatically withdraw without notice any IUP who has submitted less than £120 sales in any one month in a rolling six month period.

**An IUP who has resigned or been withdrawn may not rejoin until at least 3 months after withdrawal, and neither can any individual from the same household/address, nor any immediate family member.**

Upon resignation you must immediately cease to use any Usborne Intellectual Property and/or to refer to yourself as an IUP. You must immediately destroy all Usborne marketing materials held by you, including electronic files.

Your rights upon resigning are detailed on the IUP Agreement.

### **To summarise:**

If you give notice of resignation within 14 days of being accepted as an IUP, you are entitled to a full refund of all monies paid. If you give notice after this period you are entitled to a full refund less the administration charge.

Refunds will only be given on goods returned in a saleable condition. See the Terms and Conditions of your IUP Agreement for full details.

## **Equal opportunities, diversity & inclusion policy statement**

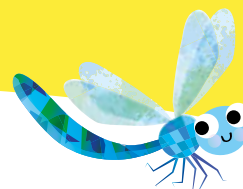
Usborne (a division of Usborne Publishing Limited in the UK and Europe) is an equal opportunity company that is fully committed to a policy of treating all our employees, job applicants and self-employed Independent Usborne Partners (referred to hereafter as IUPs) equally.

### **Our expectation of IUPs**

Usborne Publishing Limited will avoid unlawful discrimination in all aspects of employment and engagement and expects all IUPs to match this requirement in their business activities – including (but not limited to) recruitment &/or host selection, customer service, sales, promotions, downline support and training.

Usborne Publishing Limited will take all reasonable steps to engage with IUPs without regard to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality and ethnic or national origins), religion or belief, sex and/or sexual orientation. These are known in law as the ‘protected characteristics’.

Usborne Publishing Limited will also take all reasonable steps to provide an environment in which all IUPs are treated with respect and dignity and that is free of harassment and bullying based upon age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity,



race (including colour, nationality and ethnic or national origins), religion or belief, sex and/or sexual orientation. These are known as the 'anti-harassment protected characteristics'. All IUPs are responsible for conducting themselves in accordance with this policy and Usborne Publishing Limited will not condone or tolerate any form of harassment, whether engaged in by IUPs or by outside third parties who do business with the IUPs such as customers, event partners and suppliers.

You have a duty to co-operate with Usborne Publishing Limited to ensure that this policy is effective in ensuring equal opportunities and in preventing discrimination, harassment or bullying. Action will be taken if you are found to have committed an act of improper or unlawful discrimination, harassment, bullying or intimidation. Serious breaches of this equal opportunities, diversity & inclusion policy statement could result in the immediate termination of your IUP Agreement. You should also bear in mind that you can be held personally liable for any act of unlawful discrimination or harassment. If you commit a serious act of harassment, you may additionally be guilty of a criminal offence.

Usborne Publishing Limited will also take appropriate action against any third parties who are found to have committed an act of improper or unlawful harassment against any IUP.

IUPs should draw the attention of Usborne Publishing Limited to suspected discriminatory acts or practices or suspected cases of bullying or harassment. We ask that IUPs notify Usborne Publishing Limited in writing at their earliest convenience of equal and similar incidents.

You must not victimise or retaliate against any Usborne employee or fellow IUP, who has made allegations or complaints of discrimination or harassment or who has provided information about such discrimination or harassment and are expected to support the Usborne team and fellow IUPS who suffer such treatment and/or are making a complaint.

## **Direct Discrimination**

Direct discrimination occurs when, because of one of the protected characteristics, a prospective or existing IUP is treated less favourably than other IUPs are treated or would be treated.

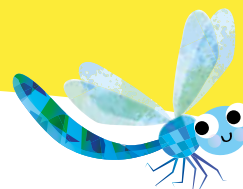
The treatment will still amount to direct discrimination even if it is based on the protected characteristic of a third party with whom the IUP is associated and not on the IUP's own protected characteristic.

This is known as associative discrimination.

In addition, it can include cases where it is perceived that an IUP has a particular, protected characteristic when in fact they do not. This is known as perceptive discrimination.

Usborne Publishing Limited will take all reasonable steps to eliminate direct discrimination in all aspects of IUP engagement.





## Indirect Discrimination

Indirect discrimination can occur when a rule, policy or practice that applies to everyone but particularly disadvantages people who share a protected characteristic

e.g. one particular sex, age or racial group.

Usborne Publishing Limited will take all reasonable steps to eliminate indirect discrimination in all aspects of IUP engagement unless it can justify that it is a proportionate means of achieving a legitimate business aim and there is no alternative means available.

## Recruitment, advertising & IUP “acquisition”

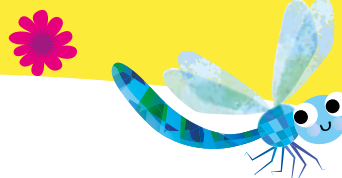
The recruitment of any/all new IUPs will be conducted in such a way as to fully comply with this policy statement at all stages of the recruitment and selection process.

Advertisements will aim to positively encourage applications from all suitably qualified people. When advertising, in order to attract applications from all sections of the community, IUPs will, as far as reasonably practicable:

- Ensure advertisements are not confined to those areas or publications which would exclude or disproportionately reduce the numbers of applicants with a particular-protected characteristic
- Avoid setting any unnecessary provisions or criteria which would exclude a higher proportion of people with a particular-protected characteristic

For any individual who may have a disability, Usborne Publishing Limited and its IUP representatives will have regard to their duty to ensure that the disabled person is not placed at a substantial disadvantage when compared with people who are not disabled.

The Company and its representative IUPs will be responsible for ensuring they actively promote equal opportunity both within the downlines for which they are responsible and outwardly to their audiences and wider communities.



## Glossary of terms

### **Active Independent Usborne Partner (or IUP)**

– For promotion, payment and incentive criteria purposes, an active IUP is defined as one who personally submits and pays for orders totalling a minimum £120 sales volume in a computed month, either as a result of orders taken from bona fide customers, or in advance of an anticipated event.

**Active on file (AOF)** – For IUPs to count in an upline Leaders personal team, they must achieve £120 Sales Volume in a computed month, in a rolling three month period to remain AOF. If an IUP ceases to be AOF in any three month period, they can re-activate by achieving £120 Sales Volume in a subsequent month, within a rolling six month period.

**Agreement** – Contract between an IUP and Usborne.

**Bonus Qualification** – Achieving the criteria required to be paid the monthly bonuses your status entitles you to.

**Booking** – The date of a future Usborne event.

**Business Development Programme** – This Programme offers a range of benefits that will strengthen and support your business. From Leadership Academy events to exclusive business tools, the Business Development Programme will help you achieve even greater success.

**Business stationery** – Products which enhance an IUP's ability to promote and sell Usborne books.

**Commission statement** – A statement giving details of override commission, which is available in the My Earnings section of the IUP Admin Area for qualifying IUPs approximately two weeks after a computed month. No statement is sent if extra commission is nil.

**Compression** – Ensures that you earn the most commission possible from the sales in your downline. Unqualified sales volume is compressed up into qualified sales volume for payment only.

**Computed month** – The timescale on which monthly commissions and bonuses are worked out. The timescale is from the first calendar day of the month to midnight on the last calendar day of the month.

**Copyright** – The exclusive right to produce copies and to control an original literary, musical or artistic work, granted by law.

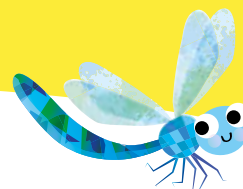
**Customer** – Someone who orders or buys Usborne books from an Usborne IUP.

**Customer Order Form** – A form on which a customer details his/her individual order and submits to his/her Usborne IUP.

**Cut-off times and dates** – Daily cut-off times are:

– Midnight for new IUP Agreements submitted online.

– 3pm for orders. (cont.d)



## Glossary of terms

### **Cut-off times and dates** – (cont.d)

To ensure your Agreements are included in the appropriate month, they must arrive by midnight on the last working day of the month. Orders must be submitted by midnight on the last calendar day of the month.

**Direct customer order** – When a customer orders directly from Usborne, through a Personalised Independent Usborne Partner Website.

**Direct Selling Association (DSA)** – The association for direct selling companies which protects and promotes its member companies, and ensures the highest level of business ethics and service to consumers.

**Downline** – All your first line recruits, plus all their first line recruits and so on, ad infinitum.

**EU Countries** – Member countries of the European Union. See [page 35](#) for list of EU countries in which you can recruit and sell.

**First line** – All IUPs recruited by you personally.

**Generations** – The first generation is the first qualifying leader in a leg. The second generation is the second qualifying leader in the same leg.

**Gross order value** – The total value of items on a Library Discount order, before any discount has been deducted.

**Head Office** – Usborne Publishing Limited or the Usborne Community Partnerships Team.

**Home event** – An Usborne event held in a private venue, where books are sold.

**Host** – Someone who holds an Usborne event, and benefits directly from the sales at that event.

**Independent Usborne Partner** – An independent representative of Usborne, who may additionally hold promoted status, e.g. Team Leader.

**Independent Usborne Email** – Your email address which identifies your Independent Usborne Account and used for logging into Your Account.

**Independent Usborne Number** – Your personal number which identifies you as an IUP.

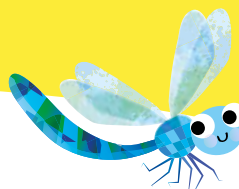
**Independent Usborne Password** – Your personal Usborne password which allows you access to the IUP-only section of the website and online ordering services.

**Mainland UK** – Excludes Northern Ireland, Channel Isles and Isle of Man purely to distinguish the separate delivery routes used by our carriers.

**Mentor** – An IUP who introduced another IUP to Usborne, and whose name is on the new Independent Usborne Partners Agreement as the Recruiting IUP.

**Net** – The amount remaining after all relevant deductions have been made.

**Net Value** – is what the IUP has to pay and is calculated by taking Total Value plus delivery charges minus commission.



## Glossary of terms

**Override commission** – The amount of commission payable to an IUP at the end of a computed month, in addition to the basic 24% (20% for school or library sales).

**Packing List** – A list of packed items which is included in every delivery from Usborne to the IUP.

**Paid as** – To be ‘Paid as’ a status, you must fulfil the Bonus Qualification criteria as outlined on [page 21](#). For example:

To be ‘Paid as’ a Team Leader, you must

- Achieve £120 Personal Sales
- Achieve £1800 Personal Team Sales
- Have 4 personal Active on File IUPs

**Personalised Independent Usborne Partner Website** – A professionally-branded Usborne website that IUPs can use to promote, advertise and market their Usborne business.

**Personal Sales** – The total value, by order, of all the items sold at your events, excluding any stationery orders, and host offers in that period. This is the amount on which you earn commission.

**Personal Sales Bonus** – 2% bonus paid when your personal sales exceed £1200 in any computed month.

**Personal Team Sales (PTS)** – Includes your personal sales plus the personal sales of all IUPs in your personal team, on all levels, down to but excluding the next Leader and their team.

**Promoting-out** – When an IUP (of whatever status) promotes to a level equal to, or higher than, their Mentor’s level.

**Promotion** – This happens when an IUP moves up to the next status level. Promotion is usually achieved through recruiting.

**Qualifying** – An IUP who qualifies for status payment/criteria in a computed month.

**Qualifying Legs** – Each IUP in your first line is a separate leg. A qualifying leg is one with a qualifying leader in it an any level.

**Rank Advancement** – Promotion to the next leader status.

**Recruiting** – Actively introducing and signing up new IUPs to Usborne.

**Rolling Period** – A group of months used to determine activity.

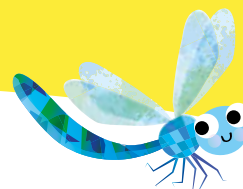
**QuickStart Programme** – An incentive for new IUPs to get their business off to a successful start.

**Sales Volume** – The total value of all your personal sales in a computed month, excluding any Monthly Titles Pack, stationery and host items in that period. This is the amount on which you earn commission.

**School event** – An Usborne event held in a school, where books are sold to pupils, parents and teachers.

**Starter Kit** – The selection of books and business stationery that an IUP buys when joining Usborne to start their business.

**Stock code** – Each title or item of stationery has a unique five-digit or six-digit reference number, that can be found in the catalogue, on leaflets and online.



## Glossary of terms

**Team Productivity Bonus** – £120 paid to a leader of any status when their Personal Team Sales exceeds £3600 in any computed month.

**Title Maintenance** – Retaining your title by achieving the payment criteria for that title.

**Title Qualify** – Achieving the title for the first time (promotion).

**Total Title Sales** – Includes your personal sales plus the personal sales of all IUPs in your downline down to but excluding the Total Title Sales of a IUP with the same (or higher) title as yourself.

**Total Value** – is the entire value of everything on the order, including stationery, half price books and all other non-commissionable items.

**Total Volume** – is the amount on which commission is paid and excludes all non-commissionable items (stationery, half price items, monthly samples and delivery charges)

**Trademark** – The legally protected and officially registered name or other symbol of a company used to distinguish its products from a competitor's.

**UK** – England, Scotland, Wales, Northern Ireland and all small British islands, including the Channel Isles.

**Unencumbered Rule** – Where two or more IUPs are using the same sales to promote to Team Leader status in the same month, each promoting Team Leader has to have a minimum of £1,000 Personal Team Sales outside of the downline promoting Team Leader For example, if IUP B is downline of IUP A, IUP A has to have a minimum of £1,000 'un-encumbered' sales to be promoted.

**Upline** – Your immediate upline is the person who recruited you. Beyond that is their Mentor and beyond that their Mentor and so on.

**Usborne account** – An IUPs sales ledger account with Usborne. This is not a bank account.

**Welcome email** – an email sent to a new IUP, on acceptance of a Independent Usborne Partner Agreement.



USBORNE  
*Be Curious.*

Independent Usborne

# Partner Guide

UPDATED: JULY 2023

