

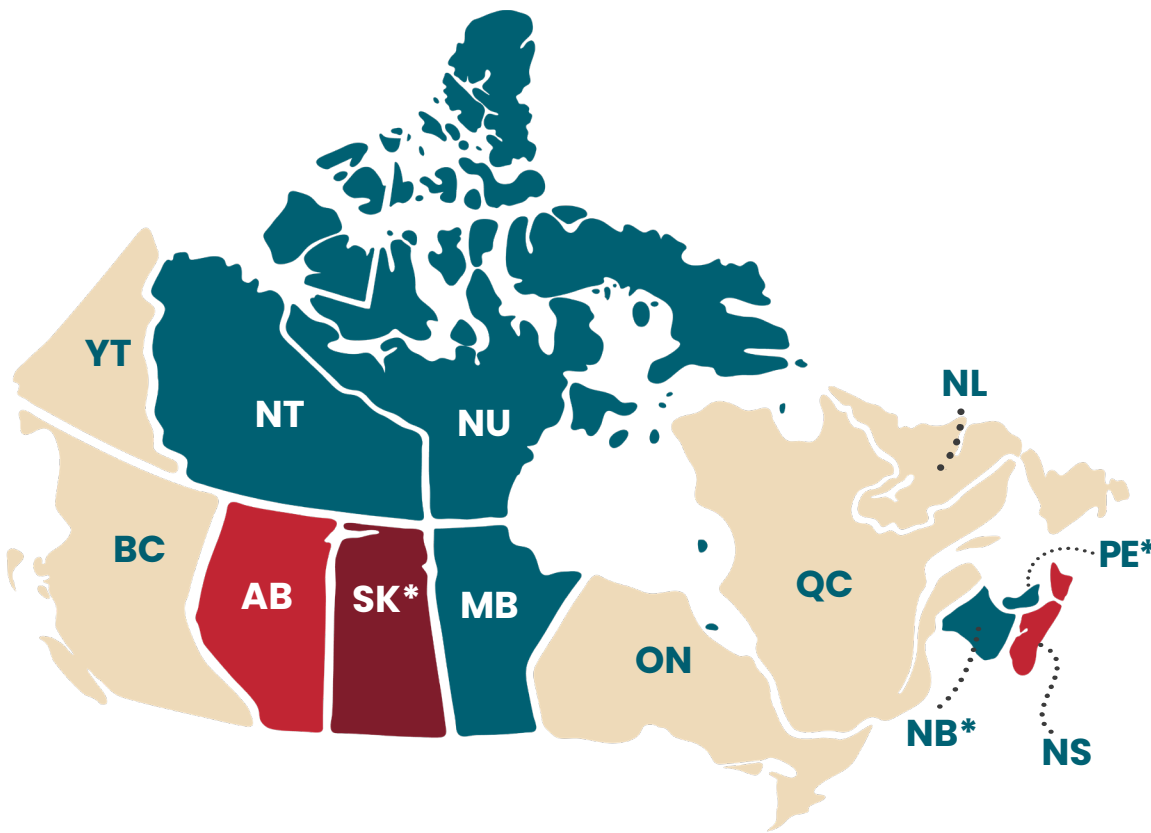
## CANADIAN DIRECT SELLING **LICENSING AND ID CARD REQUIREMENTS FOR INDEPENDENT SALES CONSULTANTS (ISCs)**

In several Canadian provinces and territories, specific regulatory requirements must be met by independent sales consultants (ISCs) working with direct selling companies, to allow them to solicit or sell products or services directly to consumers.

This is typically in the form of either:

- a government-issued, renewable direct sellers license; or
- a company-issued ID card, which includes: the ISC's name; company name, address, phone number and provincial licence number; issue date of the card; signature of an officer of the company.

The map below provides an overview of the requirements for ISCs by jurisdiction.



### LEGEND

- ID card required.
- License required.
- License or ID card required.
- **NO** license or ID card required.



**For more information on laws, regulations and requirements impacting direct selling companies in Canada, please contact us:**

**T: 416-679-8555  
E: [info@dsa.ca](mailto:info@dsa.ca)**

### ***\*Exceptions by province/territory***

**New Brunswick (NB) and Prince Edward Island (PE):** License not required if all sales are \$100 or less or if there are never any in-person dealings between the consumer and the direct seller/ISC.

**Saskatchewan (SK):** If the average sale of a direct selling company's ISCs is less than \$500 – only an ID card is required and the company must apply for a license exemption on behalf of their ISCs. If the average sale is greater than or equal to \$500 – the ISCs must be individually licensed.

*Disclaimer: This document is intended to alert you to the general nature of laws and regulations affecting the direct selling industry in Canada. While every effort has been made to ensure that this information is accurate, the variety of sources used and potential for regulatory changes makes absolute verification difficult. DSA Canada cannot be held liable for the information included in this document and strongly recommends that competent legal counsel be consulted.*