



CUSTOMER SERVICE ABUSE & ACCOUNT TERMINATION POLICY

Last updated: April 30, 2026

1. PURPOSE & SCOPE

Advanced Orthomolecular Research (AOR) is committed to providing exceptional customer service to all customers who engage with our brand in good faith. This policy establishes clear guidelines for identifying, managing, and responding to customer behaviors that constitute abuse of our e-commerce platform, customer service team, or business operations.

This policy applies to all customer interactions across AOR's direct-to-consumer channels, including online orders, customer service communications (phone, email, live chat), and account management.

2. PRINCIPLES

AOR recognizes that:

- Customers have the right to voice concerns, request assistance, and seek resolution to legitimate issues
- Our customer service team has the right to work in an environment free from harassment, threats, and abuse
- Protecting our team and business operations from abusive behavior enables us to serve our genuine customers more effectively
- This policy reflects our commitment to fair business practices under Canadian consumer protection law

3. DEFINITIONS OF UNACCEPTABLE BEHAVIOR

3.1 Customer Service Abuse

Customer service abuse includes, but is not limited to:

Verbal or Written Harassment:

- Use of profane, threatening, or discriminatory language toward AOR team members
- Personal attacks, insults, or derogatory comments directed at staff
- Threats of physical violence or legal action intended to intimidate rather than resolve
- Sexually inappropriate comments or behavior

Unreasonable Demands:

- Insistence on solutions that violate AOR policies, Health Canada regulations, or are commercially unreasonable
- Demands for excessive compensation unrelated to the issue at hand
- Requests for disciplinary action against specific employees
- Repeated demands after all reasonable solutions have been offered and explained

Circular or Excessive Communication:

- Repeated contact on the same resolved issue without new information
- Refusal to accept explanations or solutions after multiple good-faith attempts
- Monopolizing customer service resources through excessive calls, emails, or chat sessions on the same matter
- Contact volumes that significantly exceed reasonable customer service needs

3.2 E-Commerce Platform Abuse

E-commerce abuse includes, but is not limited to:

Chargeback Fraud (Friendly Fraud):

- Disputing legitimate transactions with a credit card company after receiving and retaining products
- Filing chargebacks for products that were delivered as described
- Pattern of chargebacks across multiple orders without legitimate disputes

Account Misuse:

- Creating multiple accounts to circumvent policies or abuse promotional offers
- Using false information during registration or checkout
- Violating applicable laws or regulations in connection with product purchases

4. CUSTOMER SERVICE INTERACTION POLICY

4.1 Ending Circular Conversations

When a customer service representative has:

1. Listened to the customer's concern with empathy and professionalism
2. Explained relevant AOR policies, Health Canada regulations, or limitations
3. Offered all available and reasonable solutions
4. Received repeated rejection or escalating demands beyond available options

The representative may end the interaction and direct the customer to contact the customer service manager.

4.2 Immediate Conversation Termination

In cases of severe abuse (threats, profanity, harassment), representatives are authorized to:

1. Issue one warning.
2. If behavior continues, terminate the interaction immediately.
3. Document the interaction in the customer's account with specific details



5. ACCOUNT TERMINATION & SERVICE REFUSAL

5.2 Immediate Account Termination for E-Commerce Abuse

AOR reserves the right to immediately terminate accounts and refuse future service in cases of:

Chargeback Fraud:

- At least one chargeback filed within a 12-month period where AOR successfully disputed with evidence of legitimate delivery and transaction
- Single chargeback accompanied by evidence of intentional fraud (e.g., customer admission, pattern of behavior)
- Return Fraud:
- Submission of fabricated evidence (e.g., fake photos, false adverse reaction claims)

Upon termination, AOR will:

1. Cancel any pending orders and process refunds for unshipped items
2. Block the customer's email, billing address, and shipping address from future orders
3. Retain account records for 10 years per regulatory requirements

5.3 Right to Refuse Service

AOR retains the absolute right to refuse service, terminate accounts, or cancel orders at our sole discretion. This policy provides transparency but does not limit AOR's broader discretion under our Terms

6. EMPLOYEE PROTECTION & SUPPORT

6.1 Team Member Rights

All AOR customer service team members have the right to:

- Work in an environment free from harassment, threats, and abuse
- Terminate interactions that violate this policy without fear of reprisal
- Escalate concerning situations to management immediately
- Receive support and debriefing after abusive interactions

7. RECORD KEEPING & COMPLIANCE

7.1 Documentation Requirements

All incidents triggering this policy must be documented with:

- Date, time, and channel of interaction
- Specific behaviors observed (with verbatim quotes where applicable)
- Actions taken by AOR team member
- Supporting evidence (order history, chargeback records, communication logs)



7.2 Retention

Records will be maintained for 10 years in accordance with Canadian regulatory requirements and our Terms and Conditions.

8. REVIEW & UPDATES

This policy will be reviewed annually by the Customer Service, Legal, and Compliance teams to ensure alignment with:

- Health Canada regulations for Natural Health Products
- Consumer protection laws in Canadian provinces/territories
- Payment processor requirements and chargeback management best practices
- Evolving customer service standards