

Internet and Mail Order Advertising Policy

PADI believes that the professional retailer represents a vital link with the diving consumer. Further, we believe that the sale of life support scuba and snorkeling equipment (i.e., regulators, computers, submersible pressure gauges, watches that include depth gauges or computers, depth gauges, dive computers, tanks, mask, fins, snorkels, exposure protection suits, and buoyancy compensators) should be conducted by authorized dealers.

Having the professional retailer in the sales process supports diver safety as well as improves the overall scuba experience for the diving consumer. PADI Retailers are dedicated to providing unparalleled training and assuring satisfaction with the proper fit, comfort, and utility of equipment purchases, which can only be assured by hands-on professional service.

Therefore, PADI will not accept advertising in any of publications, websites or other media that promotes the direct sale of scuba and snorkeling equipment from manufacturers and circumvents the dealer, without meeting the following criteria:

- Dealers must be the primary channel of distribution.
- Advertised prices must not be less than the MSRP or MAP.
- The Dealer Locator must be positioned before or more prominently than the online sales option.

If, at any time, it is deemed that the manufacturer is not complying with the true spirit and intent of this business mode designed to facilitate the retailer/consumer relationship, PADI reserves the right to terminate and/or reject any advertising.

Advertising from PADI Retail and Resort Members who offer direct sales via internet, phone, or mail will be accepted.

Advertising promoting products and/or services similar to those offered by PADI and its subsidiaries is not permitted. At its editorial discretion, PADI reserves the right to reject any ad at any time.