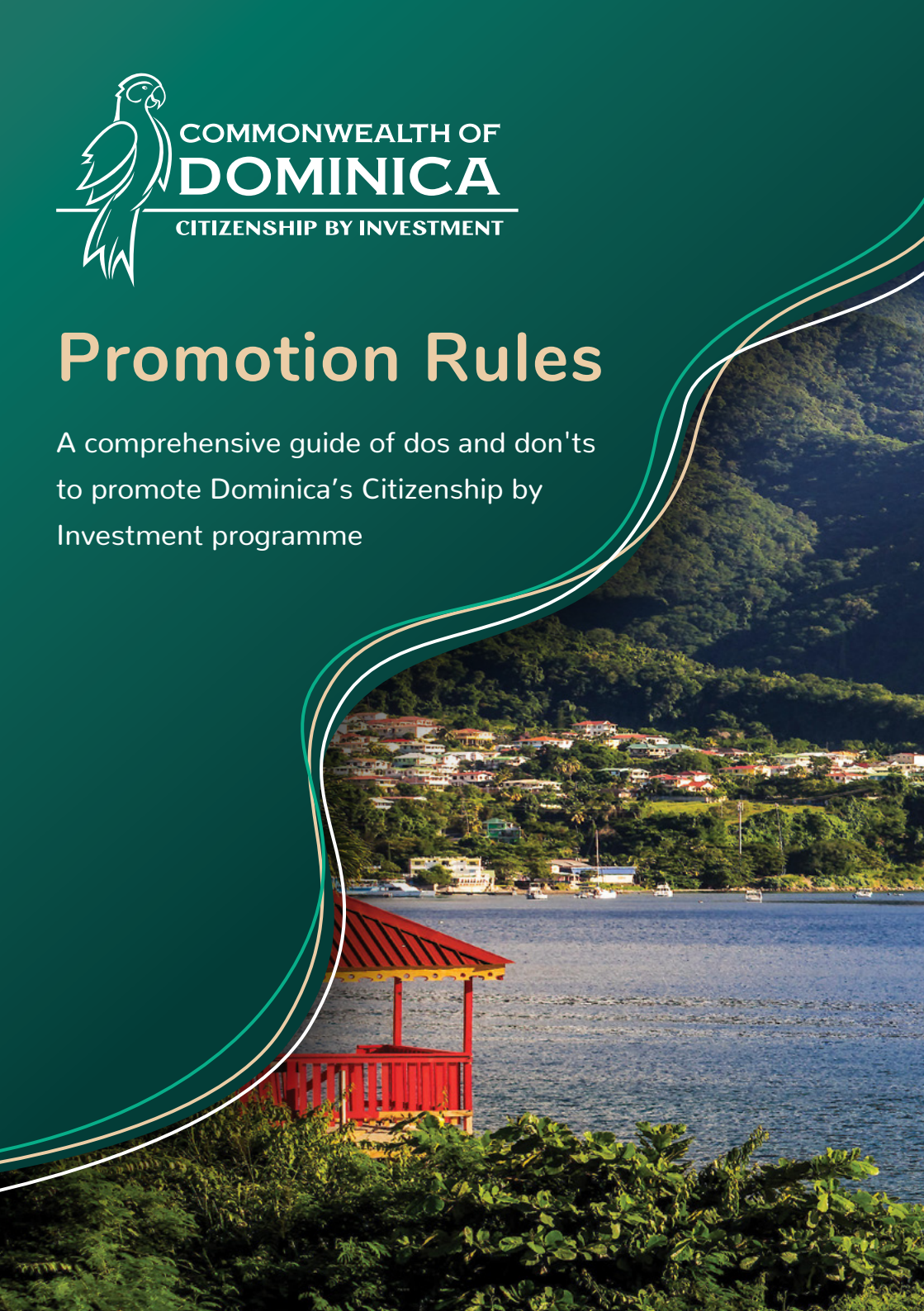




Promotion Rules

A comprehensive guide of dos and don'ts to promote Dominica's Citizenship by Investment programme





PROMOTION RULES

Specifically, Authorised Agents are deemed responsible for all promotions, advertisements, or publications in relation to the CBI Programme that are disseminated publicly, whether by the Authorised Agents themselves or by their sub-agents or promoters.

✓ DO

In practice, this means that if an Authorised Agent wants to retain their licence, the Authorised Agent will:

- Ensure their publication, dissemination and advertisement of information and promotions about the Programme, including press releases, marketing materials, web publications and social media adhere to the promotional guidelines.
- Be proactive and train and provide guidance to sub-agents/promoters on promoting the Programme in accordance with the promotional guidelines.
- Monitor sub-agents/promoters' compliance.
- End any relationship with a sub-agent/promoter who fails to properly promote the CBI Programme in accordance with the promotional guidelines.
- An Authorised Agent must be politically neutral and not in any way convey that they are affiliated with a specific political party.

✗ DON'T

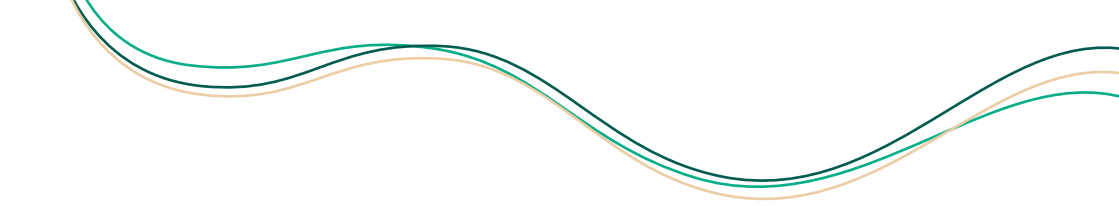
The CBIU has issued clear guidelines on what Authorised Agents, their sub-agents, and promoters must not do when seeking to promote the CBI Programme. The guidelines seek to protect the reputation and integrity of the CBI Programme – something that is invaluable to Dominica and Dominican citizens (including those who apply through the Programme)

Importantly, Authorised Agents, their sub-agents, and promoters must not, while promoting the CBI Programme:

- Reference visa-free travel to specific countries, territories, and regions, including the European Union and the United Kingdom, with which a Dominican passport holder may travel to without needing to first apply for a visa, in any content used.



- Use images of the Dominican passport – the CBI Programme is a citizenship programme, not a passport-for-sale scheme.
- Use terminology such as “sale of passports” or similar terminology (including “citizenship sale”, “buying passports”, “paying for passports”).
- Promote or advertise the Programme in any language by using mass texts, text blasts, push messages, and other similar alerts via cell phone, telephone, and social media with text or messaging services.
- Falsely claim that the grant of Dominican passport is part of the Programme’s process.
- Use images of Government officials or the Unit Head without the approval of the relevant persons to promote the Programme.
- Suggest in any manner whatsoever that the Authorised Agent, sub-agent, or promoter may affect the Government’s decision-making process with respect to an application, including processing times.
- State the number of applicants and the country of origin of applicants who were granted citizenship of Dominica through the Programme, unless this information is formally published by (or with permission from) the Government.

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- Promote the Programme by falsely associating “special discounts” or “special offers” to the Programme.
 - Suggest that an applicant can receive Dominica citizenship at a cost below the minimum costs prescribed by the Government.
 - Compare the Programme with similar programmes through information that extends beyond precise fact and deliberately misrepresents details of the Programme that are not in line with those mandated by law, Government guidance or the information on the website of the CBIU.
 - An Authorised Agent should not under any circumstances promote or detail approval rates of applications of Dominica CBI.

Unless an Authorised Agent or Promoter is also a certified tax expert they should not:

- Provide an applicant with advice on tax or tax related matters. Instead, the Authorised Agent or Promoter should recommend that the applicant obtain independent advice from a professional tax advisor.
- Provide advice on ancillary services, including, but not limited to:
 - Tax residence
 - Name changes
 - Opening bank accounts
 - Obtaining an address

Consequences of not following the promotion rules

There are consequences for Authorised Agents, sub-agents, and promoters who do not adhere to the Guidelines mandated by the CBIU or the Minister. These include:

- Being liable to a fine.
- For Authorised Agents, being liable to having their Authorised Agent status revoked or suspended.
- Being listed on the CBIU's website as a person or entity not authorised to act as an agent or to act as a promoter of the Programme.



CITIZENSHIP BY INVESTMENT UNIT (CBIU)

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