

**Army Regulation 210-7, 11 May 2021**  
**Personal Commercial Solicitation on Army Installations**

**2-9. Forbidden solicitation practices**

The following practices are forbidden:

- a. Solicitation during enlistment or induction processing or during basic combat training, and within the first half of the one station unit training cycle.
- b. Solicitation of “mass,” “group,” or “captive” audiences.
- c. Making appointments with or soliciting Army personnel during their normally-scheduled duty hours.
- d. Soliciting without an appointment in areas used for housing or processing transient personnel, or soliciting in barracks areas used as quarters.
- e. Use of official military identification cards or vehicle decals by active duty, retired, or reserve members of the military services to gain access to Army installations for the purpose of soliciting. When entering the installation for the purpose of solicitation, solicitors with military identification cards and/or installation vehicle decals must present documentation issued by the installation authorizing solicitations.
- f. Offering of false, unfair, improper, or deceptive inducements to purchase or trade.
- g. Offering rebates to promote transaction or to eliminate competition. (Credit union interest refunds to borrowers are not considered a prohibited rebate.)
- h. Use of any manipulative, deceptive, or fraudulent device, scheme, or artifice, including misleading advertising and sales literature. All financial products, which contain insurance features, must clearly explain the insurance features of those products.
- i. Any oral or written representations which suggest or appear that the Department of the Army sponsors or endorses the company or its agents, or the goods, services, and commodities offered for sale.
- j. The designation of any agent or the use by any agent of titles (for example, “Battalion Insurance Counselor,” “Unit Insurance Advisor,” “Servicemen’s Group Life Insurance Conversion Consultant”) that in any manner states or implies any type of endorsement from the U.S. Government, the Armed Forces, or any State or Federal agency or Government entity. AR 210-7 • 18 October 2007 5
- k. Making personal commercial solicitations or sales to personnel who are junior in rank or grade, or to the family members of such personnel, except as authorized in DOD 5500.7-R, sections 2-205 and 5-409.
- l. The use of Army personnel representing any insurer, dealing directly or indirectly on behalf of any insurer or any recognized representative of any insurer on the installation, or as agent or in any official or business capacity with or without compensation.
- m. The use of an agent as participant in any military service-sponsored education or orientation program.
- n. Entry into any unauthorized or restricted area.
- o. Assignment or use of desk space for interviews, except for specific, prearranged appointments. During appointments, the agent must not display desk or other signs announcing the name of the company or product affiliation.
- p. Use of the “Daily Bulletin” marquee, newsletter, Web page, or any other notice, official or unofficial, announcing the presence of an agent and his availability.
- q. Distribution of literature other than to the person being interviewed.

- r. Wearing of name tags that include the name of the company or product that the agent represents.
- s. Offering of financial benefit or other valuable or desirable favors to military or civilian personnel to help or encourage sales transactions. This does not include advertising material for prospective purchasers (such as pens, pencils, wallets, and notebooks, normally with a value of \$1 or less).
- t. Use of any portion of installation facilities, to include quarters, as a showroom or store for the sale of goods or services, except as specifically authorized by regulations governing the operations of exchanges, commissaries, non-appropriated fund instrumentalities, and private organizations. This is not intended to preclude normal home enterprises, providing State and local laws are complied with.
- u. Unauthorized advertising of addresses or telephone numbers used in personal commercial solicitation activities conducted on the installation, or the use of official position, titles, or organization names for the purpose of personal commercial solicitation, except as authorized in DOD 5500.7-R. Military grade and military service as part of an individual's name (for example, Captain Smith, U.S. Army) may be used in the same manner as conventional titles such as "Mr." or "Mrs."
- v. Contacting Army personnel by calling a Government telephone, faxing to a Government fax machine, or sending e-mail to a Government computer, unless a pre-existing relation (that is, the Army member is a current client or requested to be contacted) exists between the parties and the Army member has not asked for the contact to be terminated.
- w. Soliciting door to door or without an appointment

**Applicant Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Sponsors Name: \_\_\_\_\_

Sponsors Rank: \_\_\_\_\_

Sponsors Unit: \_\_\_\_\_

Sponsor's Unit Phone Number: \_\_\_\_\_

Sponsor's Battalion Commanders Name: \_\_\_\_\_

Sponsor's Battalion Command Sergeant Major (CSM) Name: \_\_\_\_\_