



CODE OF ETHICS

All members of the British Jewellers' Association are entrusted with the responsibility of sale and service of jewellery, watches and related products and services and therefore agree:

- 1. To maintain the highest level of personal integrity, honesty and business ethics.**
- 2. To comply with all Government laws and regulations relating to the jewellery, watch and related industries.**
- 3. To support and abide by the Articles of Association and objectives of the British Jewellers' Association and this Code of Ethics.**
- 4. To provide a standard of product and service of the highest possible quality commensurate with price.**
- 5. To establish clearly the guarantee or service policy regarding all merchandise and to fulfil that policy.**
- 6. To provide knowledgeable and competent expertise and clearly indicate the true quality of products offered for sale.**
- 7. To adhere to sound business practices and thus ensure continuing service to customers and suppliers alike.**
- 8. To refrain from all forms of design copyright and trademark infringement.**
- 9. To refrain from trading in Conflict Diamonds.**