



Jewellery Council
of
South Africa

CODE OF ETHICS AND CONDUCT

This member has pledged to

Conduct business and treat customers in a manner befitting the status of a Jewellery Council member at all times;

Ensure that every purchaser is a satisfied customer and to render prompt and efficient service;

Offer service based on the highest ethical standards;

Maintain the highest level of personal and professional integrity;

Earn, establish and maintain a reputation for giving value at a fair price;

Promote goodwill and communication between Jewellery Council members;

Refrain from belittling the value and/or quality of merchandise supplied by competitors / colleagues;

Maintain sound business relationships with suppliers in order to provide the best ultimate service to customers;

Submit to arbitration in case of a dispute between member and customer, or member and supplier, or member and member;

Avoid untruthful or misleading statements in publicity and/or advertising.