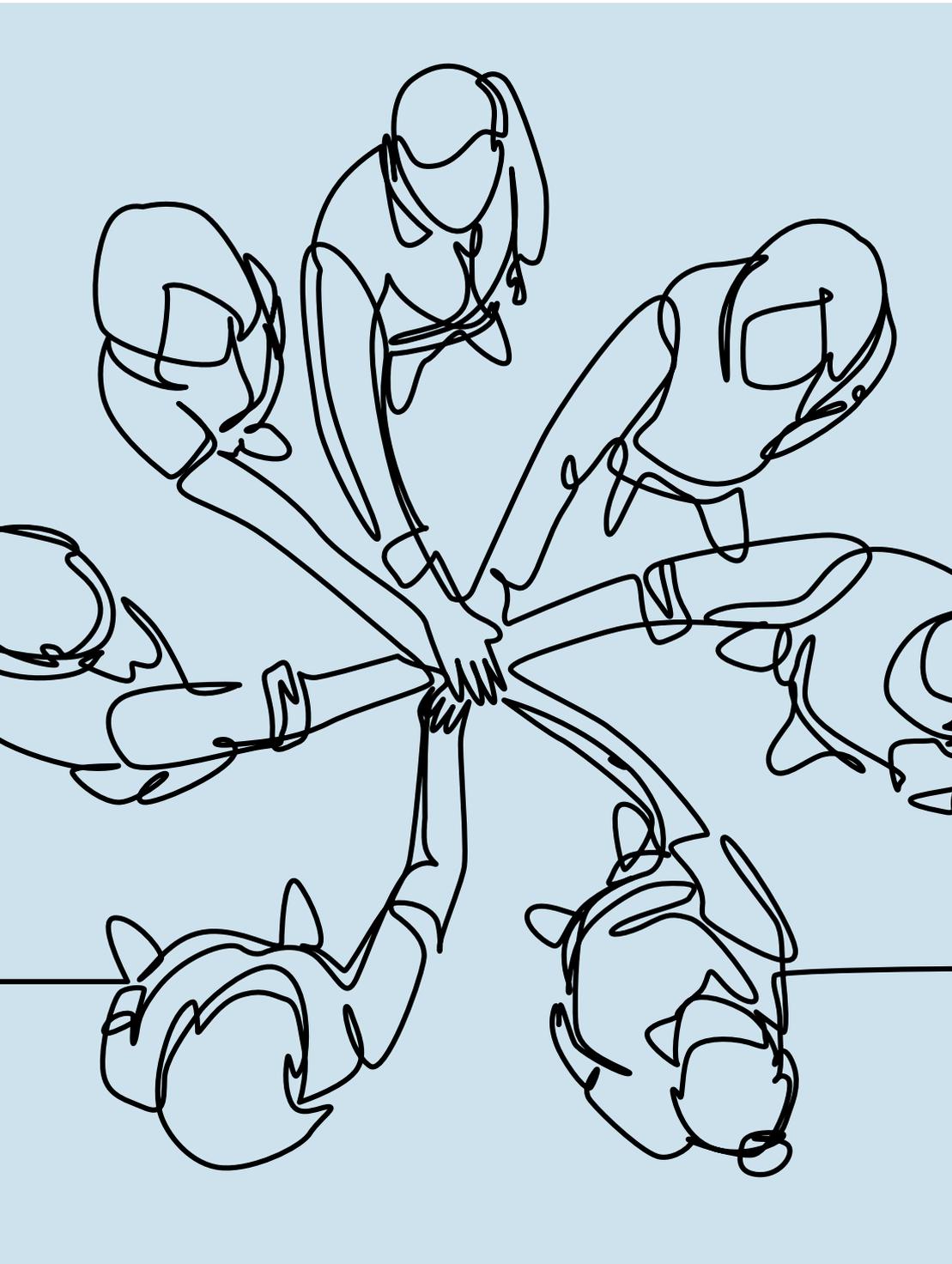


# NAJ Code of Conduct

Updated Spring 2022



A guide to what  
is expected of a  
member of  
the National  
Association of  
Jewellers



The National  
Association  
of Jewellers



The National  
Association  
of Jewellers

# NAJ Code of Conduct

## 1. The Customer Charter

This Charter sets out what customers of our members can reasonably expect. The Customer Charter will be incorporated into the annual membership certificate that will be displayed in members' business premises (shops and offices) and also on their websites. This will signify that members of the National Association of Jewellers are signatories of the Association's full Code of Conduct and acknowledge their commitment to abide by and uphold this Code.

### **The National Association of Jewellers Member Customer Charter: a mark of our commitment to you**

This Charter sets out what you can expect of us as a member of the National Association of Jewellers.

We will:

1. Act with honesty, integrity and professionalism.
2. Describe jewellery, watches and other goods and services for sale fully and accurately.
3. Abstain from any conduct or practice that may mislead or deceive.
4. Act responsibly and sustainably to support the NAJ's commitment to the standards of the Responsible Jewellery Council.
5. Deal with any complaints in a timely and fair manner and, in the event of dispute, clearly explain the NAJ procedure for mediation, providing the NAJ Compliance Officer's contact details to facilitate a timely resolution.
6. Cooperate fully with any enquiry to resolve any disputes and abide by the findings and decision.

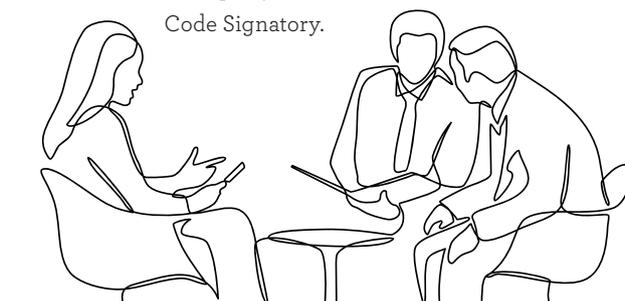
It is the Association's intention that the Charter would be altered as little as possible over time as it consists of broad principles, but that the accompanying specific guidance would be updated to reflect market changes and other developments as appropriate. Members are encouraged to review the guidance notes at least annually when they renew their membership.

## 2. The Guiding Principles

### 2.1 Honesty

Code Signatories will at all times:

- 2.1.1 Abide by all relevant NAJ Codes of Practice, national laws and regulations applicable to running a business in the jewellery industry.
- 2.1.2 Ensure that all promotional, advertising and selling material and practices comply with national legislation, codes of the Advertising Standards Authority and any jewellery industry specific codes.
- 2.1.3 Proactively protect their customers against any fraud, misrepresentation or unethical practices.
- 2.1.4 Members are advised to follow the Gold Standard Code of Best Practice when purchasing second-hand precious metal and jewellery.
- 2.1.5 Cooperate with any inquiry conducted by the NAJ to resolve disputes involving a customer, third party or another NAJ member or Code Signatory.





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## 2.2 Integrity

Code Signatories will at all times:

- 2.2.1 Conduct themselves and run their businesses in such a manner as to not bring the jewellery industry into disrepute.
- 2.2.2 Abstain from making false or misleading statements about any member of the jewellery industry.
- 2.2.3 Refrain from public criticism of any NAJ member, unless all reasonable steps have been taken to resolve the relevant issues without satisfaction.
- 2.2.4 Provide full and accurate disclosure regarding any merchandise offered or sold (nature, quality, characteristics and origin (if known)).
- 2.2.5 Honour all guarantees, warranties and service policies as presented to customers as well as provided by law.
- 2.2.6 Implement all reasonable procedures to prevent trade in conflict diamonds, other gemstones and precious metals.
- 2.2.7 Be guided by any Assured Advice that the NAJ has provided.
- 2.2.8 Ensure all relevant items are appropriately hallmarked as required by law.
- 2.2.9 Make all reasonable effort to deal only with companies that do not exploit children or use child labour, provide adequate occupational health and safety conditions, and respect the environment within your own business.

## 2.3 Professionalism

Code Signatories will at all times:

- 2.3.1 Strive to improve knowledge, expertise and professionalism in themselves and their employees.
- 2.3.2 Ensure that they remain familiar with current market conditions and trends that influence trading conditions in the jewellery industry where they operate.
- 2.3.3 Be aware of and implement best practice procedures throughout the work environment.
- 2.3.4 Only undertake work for which they are qualified and experienced in, or have the facility to outsource to a fully qualified, experienced professional. It is recommended that any outsourcing is by prior agreement with the customer.

## THE NAJ COMPLAINTS PROCEDURE

If a member is found to have fallen short of these requirements, they will be fully investigated in line with NAJ's complaints procedure. The outcome of the investigation could lead to a company's removal from membership. For more information visit [naj.co.uk/making-a-complaint](https://naj.co.uk/making-a-complaint) email [compliance@naj.co.uk](mailto:compliance@naj.co.uk) call **0121 237 1110**

