



The Society of British Jewellers Code of Conduct

Official Members of the Society of British Jewellers (SBJ) are committed to the highest codes of ethics and social responsibility, and therefore agree to:

I. Purpose of the Code

1. The purpose of this Code of Conduct:

- a) establishing the standards and principles of conduct expected of all Official Members
- b) setting the rules of conduct which underpin these standards and principles and to which all Official Members must adhere; and in so doing
- c) ensuring public confidence in the standards expected of all Official Members.

II. The Code of Conduct of Official Members of the SBJ

2. Official Members have a duty to uphold the law.
3. Should always behave with integrity, respect, honesty and professionalism.
4. Must always endeavour to produce the best work they can.
5. Must treat their customers, staff or Official Members with dignity, courtesy and respect.
6. Must abide by UK Hallmarking Act 1973 - <https://www.legislation.gov.uk/ukpga/1973/43/contents>
7. Comply with all laws and government regulations as they apply to the British jewellery and watch industry.
8. Provide quality products and services.
9. Follow business practices that do not mislead or deceive clients.
10. Provide knowledgeable and competent expertise, and undertake to maintain current professional education and training.
11. Accurately describe the true quality, nature and authenticity of products offered for sale.
12. Care for the property of consumers with prudence and respect.
13. Refrain from all forms of copyright and trademark infringement.
14. Support international best business practices with respect to the environment.
15. Support the fair treatment, well-being and dignity of individuals at all levels of the jewellery industry, both domestically and internationally.

Any official member found in breach of these rules can have their membership revoked and details on our website removed. No refunds will be issued if membership is revoked and membership must be paid until the end of the members, membership year.