



CODE OF ETHICS

These principles are designed to ensure that best practice is observed in the jewellery industry:

1. Consumer Confidence

We are committed to operating our businesses with a view to ensuring that consumers buying jewellery are able to rely with confidence on the professional and ethical standards and technical skills of the jewellery industry, taking account of the following:

- gemstones are objects of prestige, generally acquired for sentimental reasons and are regarded as an item of value by the consumer
- the consumer has limited expertise about gemstones and consequently, in order to make an informed choice, the consumer is reliant on (i) the standards and integrity of the jewellery industry, and (ii) information from the jewellery industry as to cut, colour, clarity and carat weight and other attributes, including the application of any treatment as described in the CIBJO Blue Book
- the highest professional and ethical standards and technical skills are necessary to ensure that consumer trust is not misplaced and that the reputation of the jewellery industry is maintained and enhanced
- the non-disclosure of treatments, and the passing off of partly or wholly synthetic stones and simulants as natural stones, is contrary to the interests of consumers
- the injury and hardship suffered by local populations (and the potential for it) when conflicts arise in gemstone producing areas are unacceptable, as is seeking to profit from such conflicts.

2. Commitment

We are committed to the highest industry ethics including the following:

- action to address concerns arising out of the misuse of rough gemstones in support of conflict and regular discussions on other issues relevant to the jewellery industry to enable appropriate and timely industry responses
- the provision of proper working conditions (including the health, safety and well-being of workers)



- the dignity of individuals and best practices to ensure the fair treatment of individuals
- full compliance with international best practice and the related regulatory framework with respect to the environment
- full disclosure at all levels of the jewellery distribution chain and, most importantly, to consumers, of all treatments to natural gemstones and of wholly or partly synthetic stones and of simulants and compliance with the rules, regulations and guidelines published from time to time by CIBJO.

3. Business Practices

We are committed to operating our businesses in such a way that we neither engage in, nor encourage in any manner, the following practices which are regarded as unacceptable and against the public interest and that of the jewellery industry.

- buying and trading rough gemstones from areas where this would encourage or support conflict and human suffering
- the use of child labour
- practices which intentionally or recklessly endanger or harm the health or welfare of individuals
- conduct which conflicts with the principles set out in (1) above, thereby bringing the jewellery industry into serious disrepute.

CIBJO, the World Jewellery Confederation, is introducing its Code of Ethics to ensure the jewellery industry is run in an ethical and professional way.

CIBJO is committed to abiding by these principles and is making it a condition of membership to comply with them. Moreover the principles are formulated to ensure that CIBJO members encourage adherence to them at all levels of the supply chain down to the consumer. CIBJO will also encourage other industry organisations to adopt these principles.

The implementation and monitoring of this Code of Ethics will ensure consumers buying jewellery will be able to rely with confidence on the ethical standards of the jewellery industry.