

JA CODE OF ETHICS AND STANDARDS OF PROFESSIONAL CONDUCT

The Jewelers of America must have the respect and confidence of the public and the jewelry industry. For this confidence and respect, Jewelers of America members must maintain the highest possible ethical standards in their business dealings. Every member of Jewelers of America must follow and agree to the ethical standards, principles and practices of this association and acknowledge the necessity of compliance for the success of our industry and the Association. Members of Jewelers of America are expected to keep and maintain the highest possible standards, even in cases not specifically mentioned or addressed by this Code of Ethics and Rules of Professional Conduct and Business Practices. Jewelers of America members recognize that our industry is dependent on the element of trust for our success. Members of Jewelers of America protect the welfare of their clients by pursuing their best interest, representing their products and services in an honest manner. They will disclose all information and practice the highest possible degree of professionalism within the industry.

NOW, THEREFORE, BE IT RESOLVED THAT: We, members of Jewelers of America, signify our bond to these professional standards through adoption and adherence to The Code of Ethics and Rules of Professional Conduct and Business Practices which represents the guiding principles that govern the conduct of our members.

Jewelers of America Members are dedicated and committed to maintaining the highest standards of honesty, fairness, professionalism and services. Our Code of Ethics serves to educate, inspire and unite our members, and form the basis for specific Rules of Professional Conduct by which all members have agreed to abide.

Jewelers of America Members...

- E1. strive to be good corporate citizens and contribute to the communities in which they do business when formulating corporate policies and management decisions.
- E2. strive to improve their professionalism and expertise, as individuals and as an organization, at all times.
- E3. will conduct their business with honesty, sincerity, truthfulness and integrity at all times.
- E4. understand the keeping of promises and fulfillment of commitments to all parties is important.
- E5. comply with the letter and intent of all applicable laws, and will at all times show respect for the property of others.
- E6. advise and deal with every customer, in regard to each transaction, as they would wish to be advised and dealt with, were they the customer.
- R1. will strive to protect the industry and inform clients against fraud, misrepresentation, and unethical business practices.
- R2. must adhere to all federal, state and local laws, including all Federal Trade Commission Guidelines and Bureau of Standard Definitions, as they apply to the jewelry industry.
- R3. shall not make statements about a competitor or another member of the industry, or about the competitors or members' reputation, merchandise or business practices which that member knows to be false, misleading, disparaging or defamatory. Nor shall a member make statements with malice or reckless disregard for whether they are false, misleading, disparaging or defamatory. A member may however, truthfully state his or her opinion whether asked or not, but should fully set forth the basics for this opinion.
- R4. merchandise may not intentionally be misrepresented as to its nature, authenticity, and/or origin.
- R5. will not engage in any illegal, unethical, false, misleading for deceptive business practices designed to come within the letter of the law but will have the effect of deceiving clients or purchasers.
- R6. advertising and selling practices shall be in compliance with the rules and guidelines set forth by the Federal Trade Commission.
- R7. whose advertising or promotions offer comparative prices or savings will clearly and conspicuously disclose the basis for those claims, and will be prepared and willing voluntarily to substantiate their claims to a neutral party, if challenged.
- R8. fulfill all conditions of their guarantee or service policies, as represented to their customers.
- R9. will act in accordance with the spirit and letter of the JA Code of Ethics and Rules of Professional Conduct and Business Practices at all times.
- R10. make every effort possible to ensure that we do not deal in the flow of Conflict Diamonds. We have notified our vendors that we will not knowingly deal in conflict diamonds and we have trained the staff of our stores to be as knowledgeable as possible on the issue.