



A Mark of the World Federation of Diamond Bourses

World Diamond Mark Authorised Diamond Dealer® Code of Principles

WDM Authorised Diamond Dealer agrees to:

1. Exhibit professional knowledge and skills, and ensure all retail sales staff are trained through accredited WDM training programmes and remain updated on such programmes as and when revised.
2. Describe diamonds and other gemstones and jewelry accurately and fairly in accordance with local and global industry standards and norms.
3. Disclose all treatments of diamonds and other gemstones, whether traditional or otherwise.
4. Commit not to sell artificial, man-made, synthetic or any other similar type of non-natural diamonds. An exception can be made to large shops where such non-natural diamonds can be sold with clear separation from natural diamonds. The separation of the shopping space dedicated for natural diamonds and for synthetic diamonds is subject to approval by the WDM.
5. Disclose whether a diamond or any other gemstone is synthetic, man-made, cultured, lab-grown or created wholly or partly through any such process which would classify it as not completely natural.
6. Take all the necessary measures, required and voluntary, in order to avoid trading in conflict diamonds, including supporting the implementation, commitments and undertakings of the diamond industry as part of the Kimberley Process or similar measures adopted by the WDM and/or WDM partner organizations from time to time.
7. Implement Know Your Counterparty (“KYC”) practices with suppliers and customers, which require businesses to establish the identity of all organizations with which they deal, have a clear understanding of their business relationships and have a reasonable ability to identify and react to transaction patterns which may be out of the ordinary or suspicious.
8. Observe fair labor practices and provide employees with a safe and healthy work environment, in accordance with the guidance of the local laws.
9. Endorse and practice human rights in business and in society, in accordance with the local laws.
10. Comply with legal obligations, behaviors and practices in accordance with international, national, state or local laws of the country or countries in which the Authorised Diamond Dealer operates.

Signed

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CEO of the WDM ADD Applicant