

## Authorised Diamond Dealer<sup>®</sup> Principles

All Authorised Diamond Dealers must comply with and sign the World Diamond Mark (“WDM”) Authorised Diamond Dealer<sup>®</sup> (“ADD”) Code of Practices. The ADD Code of Practices is based on the World Federation of Diamond Bourses’ Code of Conduct, and follows the principles below.

The ADD Code of Practices must be signed by the Authorised Diamond Dealer before accreditation by the World Diamond Mark and must be renewed annually by the Authorised Diamond Dealer.

The global list of ADD retailers will be published on the WDM website, which will demonstrate accreditation documentation including the signed Code of Practices.

The WDM ADD principles are that the Authorised Diamond Dealer<sup>®</sup> must:

1. Exhibit professional knowledge and skills, and ensure all retail sales staff are train through accredited WDM training programmes and remain updated on such programmes as and when revised.
2. Describe diamonds and other gemstones and jewellery 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. 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.
5. 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 organisations from time to time.
6. Implement Know Your Counterparty (“KYC”) practices with suppliers and customers, which require businesses to establish the identity of all organisations 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.
7. Observe fair labour practices and provide employees with a safe and healthy work environment, in accordance with the guidance of the International Labour Organisation (ILO).
8. Endorse and practice human rights in business and in society, in accordance with the United Nations Guiding Principles on Business and Human Rights.
9. Comply with legal obligations, behaviours and practices in accordance with international, national, state or local laws of the country or countries in which the ADD operates.

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