

The Code of Practice of the Jewellery Retail Industry – Reputation Shop Mark Scheme

Terms for application and regulations

1. Companies applying for the Reputation Shop Mark Scheme under the Code of Practice of the Jewellery Retail Industry (hereinafter “certification mark”) must be a member of the Hong Kong Jewellers’ & Goldsmiths’ Association or the Kowloon Pearls, Precious Stones, Jade, Gold and Silver Ornament Merchants Association (hereinafter “the Associations”). Whichever type(s) of jewellery business they are operating, the company applicants must comply with the Trade Descriptions Ordinance and relevant laws of Hong Kong in providing transactions with fairness and integrity.

1. To apply for the certification mark, companies must already be a holder of the Quality Gold Mark or the Natural Fei Cui Quality Mark issued by the Associations, or the Natural Diamond Quality Assurance (NDQA) Mark issued by the Diamond Federation of Hong Kong.

Company applicants must complete the application form for the Code of Practice of the Jewellery Retail Industry – Reputation Shop

2. 1. Jeweller Certification Mark Scheme, which must be signed and sealed by the person-in-charge before submitting it to the Associations.
3. Company applicants must comply with the Code of Practice of the Jewellery Retail Industry and the terms and regulations of this certification mark scheme.
4. The certification mark is valid for one year. To ensure operation with integrity, renewal of the certification mark is reviewed every year by the Associations.
5. Companies must post the certification mark in a prominent place at the business address provided on the submitted application form.
6. The certification mark is the property of the Associations, which have the right to recall or redesign the mark at any time. Companies shall not print the certification mark on invoices or any items without applying for so with and obtaining approval from the Associations.
7. Companies who voluntarily withdraw from the scheme during the effective period of the certification mark must immediately return the certification mark to the Associations for cancellation.
8. The Associations will widely promote the certification mark in the media. As such, company applicants must pay the relevant promotion fees specified by the Associations, which will bear any funds in short.
9. The Associations have the right to recall the certification mark from holders who violate the Code and relevant requirements and refuse to accept the Associations’ advice. In the event of disputes and complaints, the Associations have the right to

request reasonable explanation from the company under complaint and the right to immediately recall the issued certification mark if the matter is found to be substantiated after investigation. The Associations shall not be liable for any legal responsibilities for any legal proceedings arising from such. The companies agree to indemnify the Associations against all losses and expenses caused by the above-stated disputes or legal proceedings.

10. The company under complaint must comply with the orders of the Complaints Review Committee as stipulated in the code of the certification mark. The Complaints Review Committee may consider the level of penalty based on the severity of the violation behaviour of the company and the past records of the company. Penalties may include disqualifying the company as a member of the certification mark scheme. In that case, the company under complaint must return the certification mark issued by the Associations. The Complaints Review Committee also has the right to report the outcome of the review *anonymously* in the publications for members' communication of the Associations and publicised the outcome on the website of the Associations.
11. If a company is found to have violated any of the above regulations, the Associations have the right to recall any other certification marks issued by them at any time.
12. The decisions of the Associations are final regarding any of the above regulations; they also have the right of amendment without prior notice to all companies.

The company hereby sign and seal to indicate its consent to comply with the above regulations

Date

**The Code of Practice of the Jewellery Retail Industry –
Reputation Shop Mark Scheme
Application Form**

To: The Hong Kong Jewellers' & Goldsmiths' Association and the Kowloon Pearls, Precious Stones, Jade, Gold and Silver Ornament Merchants Association

Name of company applicant	
Address	
Name of person-in-charge	
Contact phone number	

The Company agrees to comply with all the requirements set out by the Associations regarding the Code of Practice of the Jewellery Retail Industry and Reputation Shop Mark Scheme. In case of violation of any of the above regulations, the Company agrees to voluntarily return the certification mark to the Association.

Signed by the person-in-charge: _____

Seal: _____

Date: _____

For official use only	
Number:	
Date of issue:	Approval Date:
Handled by:	Approved by: