

# Voluntary Code of Conduct for Authenticating Canadian Diamond Claims

The Competition Bureau is a federal law enforcement agency responsible for the administration and enforcement of the *Competition Act*, as well as three labelling acts: the *Consumer Packaging and Labelling Act*, the *Textile Labelling Act* and the *Precious Metals Marking Act*. Its role is to promote and maintain fair competition so that Canadians can benefit from competitive prices, product choice and quality services.

The Bureau has endorsed the Voluntary Code of Conduct for Authenticating Canadian Diamond Claims ("the Code"), which evolved from the collaborative efforts of a broad cross section of the industry including the diamond mining sector, cutters and polishers, retailers, the Canadian Jewellers Association and Jewellers Vigilance Canada as well as other government stakeholders, including the RCMP.

This Code, implemented in November 2002, applies to diamonds that are advertised as Canadian by all dealers in the diamond jewellery industry who registered with the Canadian Diamond Code Committee ("the Committee") as Code signatories.

## What are the benefits of this Code?

The Code establishes a minimum standard based on a paper trail and a chain of warranties required to validate a Canadian diamond claim. Retailers who are abiding by the Code are demonstrating to consumers their commitment to ensure the authenticity of Canadian diamond claims.

This Code allows Canadian diamonds to be traced from the Canadian mine to the diamond jewellery retailer, providing to consumers a mechanism to obtain authentication of Canadian diamonds purchased from a Code signatory.

## How do I know if a retailer is a Code signatory?

Retailers who are Code signatories must display in plain view in their store this sign:



You may also visit the Committee's Web site at [www.canadiandiamondcodeofconduct.com](http://www.canadiandiamondcodeofconduct.com) to consult a list of Code signatories.

## What is a Canadian Diamond Claim?

Any claim made by a person for promotional purposes, regardless of the medium used, that a diamond is Canadian.

Such a claim, to qualify for the purposes of the *Competition Act*, must refer to a diamond that is mined in Canada and that may be cut and polished in Canada or abroad.

## What should I ask for if I want to buy a Canadian diamond?

You should obtain assurance that the diamond was mined in Canada.

If the retailer is a Code signatory, he/she must give you the details regarding the Canadian Diamond Authentication Process as well as a *polished diamond certificate/report* and an *invoice* which contains the following information:

- the unique Diamond Identification Number;
- his/her name and address;
- the invoice number and the date of the invoice; and
- the polished diamond description; i.e. shape (cut), colour, clarity and carat (weight).

## How can I request the authentication of the Canadian diamond I purchased?

Contact the Canadian Diamond Code Committee at 1-866-399-1118 or by e-mail at [info@canadiandiamondcodeofconduct.com](mailto:info@canadiandiamondcodeofconduct.com). This committee is a non-profit volunteer industry body responsible for administering the Code Signatories Registry and the Canadian Diamond Authentication Process.

You will be asked to provide the information described above and a payment of \$25.00 + GST for up to two diamonds per piece of jewellery or \$50.00 + GST for three or more diamonds per piece of jewellery. Upon receiving the required information and payment of the administration fee, the Committee will confirm whether or not the necessary steps were taken by all levels of trade to meet the minimum requirements outlined in the Code.

## What should I do if the Committee cannot authenticate the Canadian diamond I purchased?

If the Committee cannot authenticate the claim, you may want to contact the retailer from whom you purchased the diamond for clarification or further information. If this cannot be provided, you may register a complaint with the Competition Bureau at:

Information Centre  
Competition Bureau  
50 Victoria Street  
Gatineau, Quebec K1A 0C9  
e-mail: [compbureau@ic.gc.ca](mailto:compbureau@ic.gc.ca)  
tel.: 1-800-348-5358

## How can I get more information about the Code?

You may call the Canadian Diamond Code Committee at 1-866-399-1118 or visit its Web site at [www.canadiandiamondcodeofconduct.com](http://www.canadiandiamondcodeofconduct.com)



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Canada

[www.canadiandiamondcodeofconduct.com](http://www.canadiandiamondcodeofconduct.com)