



Gem-A

THE GEMMOLOGICAL ASSOCIATION
OF GREAT BRITAIN

Gem Code (Extract from the by-laws §8)

- a. The Gem Code is a basic Code of Practice for fair and honest gem descriptions and disclosures. Adherence to the Gem Code is expected of all Members and is one of the conditions of being a Corporate Member of the Association. The Gem Code applies at every level of the trade.
- b. CIBJO (World Jewellery Confederation) guidelines and definitions are taken as defining best practice and will be the reference used in the event of a dispute that cannot be resolved by mutual or mediated agreement on the basis of the Gem Code given below.
- c. The Gem Code covers natural coloured stones and diamonds, including those that are modified, whether cut or rough; synthetic or imitation stones whether cut or rough, and natural or cultured pearls and their imitations. For the sake of simplicity, the term 'stone' is used in the following clauses to cover all of these.
- d. The Association considers it to be unfair or deceptive to misrepresent or withhold information which an average consumer might reasonably expect to receive prior to making a purchase decision. This may include information relating to the size, nature, quality, modification, durability, value or rarity of a stone.
- e. In particular the information received by a buyer prior to purchase should:
 - i. Explain whether a stone is natural, synthetic or imitation. (Note: A synthetic stone is not natural, but has essentially identical composition and properties to a natural stone; imitations are in other materials, such as glass).
 - ii. Explain whether pearls are natural, cultured or imitation.
 - iii. Explain if the stone is known to have been modified (treated) and, if applicable, how the modification may affect its durability in manufacture, repair, cleaning or use.
- f. Where reliable information, such as a third party laboratory report or appraisal, is not easily or economically available to comply with §7. d and §7.e. i, ii and iii [of the by-laws], the seller should be diligent and honest in explaining the likely nature and durability of the stone or stones in line with readily available industry information.
- g. Documentation should also comply with the relevant clauses above. Buyers may expect to receive or have access to relevant information in written or electronic form.
- h. The Association does not consider it to be deceptive to describe synthetic stones by alternative terms such as 'Laboratory Created' or 'Laboratory Grown', provided that an average consumer would readily understand prior to purchase that the stones are not natural.
- i. Receipts or other documentation at the time of sale should also comply with the relevant clauses above. Buyers may expect to receive or have access to relevant information in written or electronic form.
- j. Where applicable, local legislation takes precedence over the above clauses.
- k. A complaint that a Member had acted in a manner contrary to this Code will be dealt with as described in the By Laws (§9)

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