

## Members Code of Conduct & Good Practice

### INTRODUCTION

The Isle of Wight Chamber of Commerce Tourism & Industry operates a comprehensive Code of Conduct & Good Practice in order to differentiate our members, who aspire to provide high standards of products and services, from those businesses that perhaps do not have the same aspirations. We require that Chamber Members provide high levels of service covering all aspects of good business practice with which all our Members are expected to adhere to as a rule of Membership.

The following code of conduct & good practice sets out the standards of conduct, which our businesses are asked to follow in their dealings with customers and fellow businesses.

### CODE OF CONDUCT

We will not mislead or deceive or engage in conduct, which leads people to hold false beliefs or draw wrong conclusions. We will not make false representations or claim that goods or services: are of particular standard or quality when they are not, having uses or benefits they don't have, or have the endorsement of a person or organisation when they do not. We will not offer prizes or gifts unless we intend to supply them as offered, accept payment for goods or services if we intend to supply something materially different, or make false or misleading statements about the origin of goods or services.

We deal with our customers fairly, courteously and in accordance with good practice. We will not engage in coercion, harassment, or conduct that is unfair or unreasonable or which results from us taking advantage of our position as stronger party to a transaction, where there is no real opportunity for the customer to exercise a choice, where we knew or ought to know that the consumer did not understand the transaction, where the sales techniques, by their very nature, produce a disadvantage to the consumer or, where a contract is one-sided.

A customer complaints procedure will be in place where any customer will be dealt with promptly and effectively in accordance with good business practice.

We understand that if we are found not to be upholding the principles of the code of conduct and good practice then our membership with the Isle of Wight Chamber of Commerce Tourism & Industry will be revoked.

### CODE OF GOOD PRACTICE

#### Customer Service

To deal fairly and reasonably with customers at all times to

ensure their satisfaction with the goods or service purchased.

To manage the business in such a way as to provide the highest practicable standards of customer care.

To ensure that all staff should be clearly identifiable and be conversant with company policy and procedure.

To deal promptly and courteously with all enquiries, requests, correspondence and complaints from customers. All staff that deal directly with the public should be aware of company policy in these matters and be able to assist customers.

#### Customer Information

To ensure that no information knowingly given to customers is misleading. All advertisements, brochures and other promotional materials should fairly and accurately describe the products, services, facilities or amenities offered. Any significant restrictions on entry or purchase should be clearly stated.

#### Quality of Service

Services rendered to customers are provided with reasonable skill and care and (where there is no specific agreement or quotation) at a reasonable cost and within a reasonable time. Where costs are likely to escalate or the timescale for the rendition of a service extend to a point where objectively they could be considered unreasonable, the customer will be made aware of the situation and the reasons for it.

#### Pricing

Members should adhere to a clear pricing policy which will include: showing the total price of goods and where appropriate providing a breakdown of the total price to include VAT, delivery, handling charges etc.

#### Advance Payment of Goods

To ensure that if customers are required to make a purchase prior to receiving the goods or service then adequate accurate and clear information must be available before the decision to purchase is made.

#### Exchanges and Refunds

Members' will abide by the Sale of Goods Act 1979 as amended at all times.

#### Faulty Goods

Members should arrange the exchange or repair of any products sold which prove to have been faulty at the time of



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purchase. If an exchange or repair are inappropriate or cannot be completed within a reasonable time, Members will offer a full refund of the price paid or an equivalent replacement. Members should at the very least comply with the statutory guidelines.

### Guarantees and Warranties

In addition to Members' responsibilities as detailed above, Members will pass on to customers the benefits of any manufacturer's guarantee or warranty on products sold. Members will be prepared to assist at the time of purchase with the completion by the customer of any guarantee or warranty forms and, where possible, help to ensure that the terms of the manufacturer's guarantee or warranty is honoured.

Members acknowledge that a guarantee or warranty offered must not adversely affect the customer's rights in common law and must include a statement advising the customer that it is in addition to any other remedies he may have under the contract of sale.

### Ownership

Members will only sell those goods to which they hold legal title or where they hold clear authority from the legal owner to do so.

### Proof of Purchase

Members will accept any receipt, credit card voucher or till ticket as proof of purchase provided it relates satisfactorily and clearly to the goods or services provided.

### Quality of Goods

Members ensure, to the best of their knowledge that the goods they sell are of satisfactory quality, fit for the purpose for which they were designed and are normally used and as described. If goods are sold at a reduced price because they are 'seconds', this should be prominently displayed.

### Product Safety

Members do not knowingly sell goods that are known or suspected to be unsafe in normal use. On the advice of manufacturers and/or the advice of the Island's Trading Standards, any product will be withdrawn from sale if any safety problems are discovered and all reasonable steps will be taken to recall such items already sold.

### Hours of Trading

To ensure that customers are made aware of the opening/

operating times of the business and whether there are any charges for admission, or additional payments for specific items, attractions, services or facilities.

### Complaints

Members will abide by the complaints procedure as detailed in the Chamber of Commerce's Code of Practice.

### Legislation

To comply with all applicable legislation. We will comply with the Sale of Goods Act 1979 "as amended" ensuring that our goods are of satisfactory quality, fit for the purpose for which they are sold, and match the description given to them. We will comply with the Sale and Supply of Goods and Services Act 1982 "as amended" ensuring that our services will be provided with reasonable care and skill, and the materials used are of satisfactory quality and for the purpose for which they are used. Members will also observe all requirements of Codes of Conduct, Charters, Standards of membership, of Trade Associations or similar organisations, or the participation in applicable schemes to which they belong. We undertake to acknowledge and respond to advice given by officers from the Trading Standards Department either through the IW Chamber or directly.

### Disabilities

To give due consideration to the requirements of disabled people or those with special needs and make suitable provision where practicable.

### Insurance

To ensure the provision of adequate public liability and employer liability insurance or other equivalent arrangements.

### Breach of Membership

I/We understand that our relevant company details will be removed from the Chambers website and IW Business Directory should we have our membership revoked for a serious breach of the terms and conditions of membership.

### Commitment to Code of Conduct & Good Practice

I/We commit fully to the spirit of the IW Chamber of Commerce Tourism & Industry Code of Conduct & Good Practice. We will comply with the terms of Chamber Membership together with the spirit and letter of the Law whilst committing to high levels of good business practice.

