



SUPPORTING THE GIFT AND  
HOME INDUSTRY SINCE 1947

## CODE OF PRACTICE

Members of the GA are required to abide by the following rules and regulations as stated in the Code. They should:-

- Acquaint themselves with and comply with all regulations and other legislation relating to health and safety, trade descriptions and consumer protection as may affect the products they sell.
- Clearly display on all relevant documents or make available to customers, terms and conditions of trading.
- Offer independent arbitration to other parties, when so required by the GA, in cases of genuine disputes which cannot be mutually settled otherwise, before proceeding to law.
- Ensure that all advertisements of their products conform to both the ITC advertising code and the British Code of Advertising Practice.
- Deal promptly and at an appropriate level of management with complaints from customers.
- Recognise the importance of good relations and effective communication with sales agents and comply with the EC Commercial Agents Directive 86/653/EEC and the UK Commercial Agents (Council Directive) 1993.
- Ensure that Agents know the Member's "Terms and Conditions of Trade" and have adequate information to well represent the reputation and interest of the members.
- Ensure that their exhibition stand bearing the GA logo shall at all times uphold the reputation of the Association and its members.
- To not knowingly infringe copyright, design right, trademarks or any other intellectual property rights of any third party.