



RETAILER CODE OF CONDUCT

STATEMENT OF INTENT

This Code of Conduct contains a framework of values, with the intention of providing the public with assurances as to the integrity of the designs and conduct of retailers. Retailers who have signed up to this Code of Conduct are expected to comply with both the letter and spirit of the Principles of Conduct.

PRINCIPLES OF CONDUCT

Retailers shall promote and maintain ethical standards of conduct within their buying departments and, at all times, deal fairly and honestly with the public and with the business community.

Retailers shall ensure that so far as is reasonably possible the products which they sell conform with all relevant laws and regulations and that their employees, agents and buying departments are fully aware of all such laws and regulations.

Retailers will not deliberately or knowingly sell a copy of a design of another company or business. Nor will they authorise another company or business to manufacture a copy of a design of another company or business.

Retailers (or their buying departments) will not engage in any act or practice which takes unfair advantage of or is detrimental to the distinctive character or repute of the appearance of the whole or part of a product.