



## **The Canadian Diamond Code of Conduct**

As the diamond industry grew in Canada, so did the misleading claims relating to the origin of many of the stones in the market. In 2002, the Competition Bureau invited the industry to develop a voluntary code to address the situation.

The **Canadian Diamond Code of Conduct** (the **Code**) is administered and kept up to date by a committee. This committee represents the industry from the mines all the way to the retail sector and has representation from Jewellers Vigilance Canada and a consumer organization - currently CIAI. Natural Resources Canada and the RCMP also have non-voting positions on the committee.

The Code requires every diamond of Canadian origin to have an individual identification number laser-inscribed on the girdle, and for the industry to keep these diamonds separated throughout the process - from mine to jewellery production - with a documents tracking and tracing system. The Code office can track and trace a Canadian diamond for a consumer using this Diamond Identification Number (DIN). At this point in time, the Code does not have a system for tracking and tracing very small diamonds – so unless the diamond is large enough to have an identification number laser-inscribed directly onto the stone, it may not make a claim of Canadian origin.

For information on where to purchase a Canadian diamond, what information to expect when making such a purchase and how to have a stone you already own tracked by the code office, go to:

[http://www.canadiandiamondcodeofconduct.ca/EN\\_consumer\\_information.htm](http://www.canadiandiamondcodeofconduct.ca/EN_consumer_information.htm)