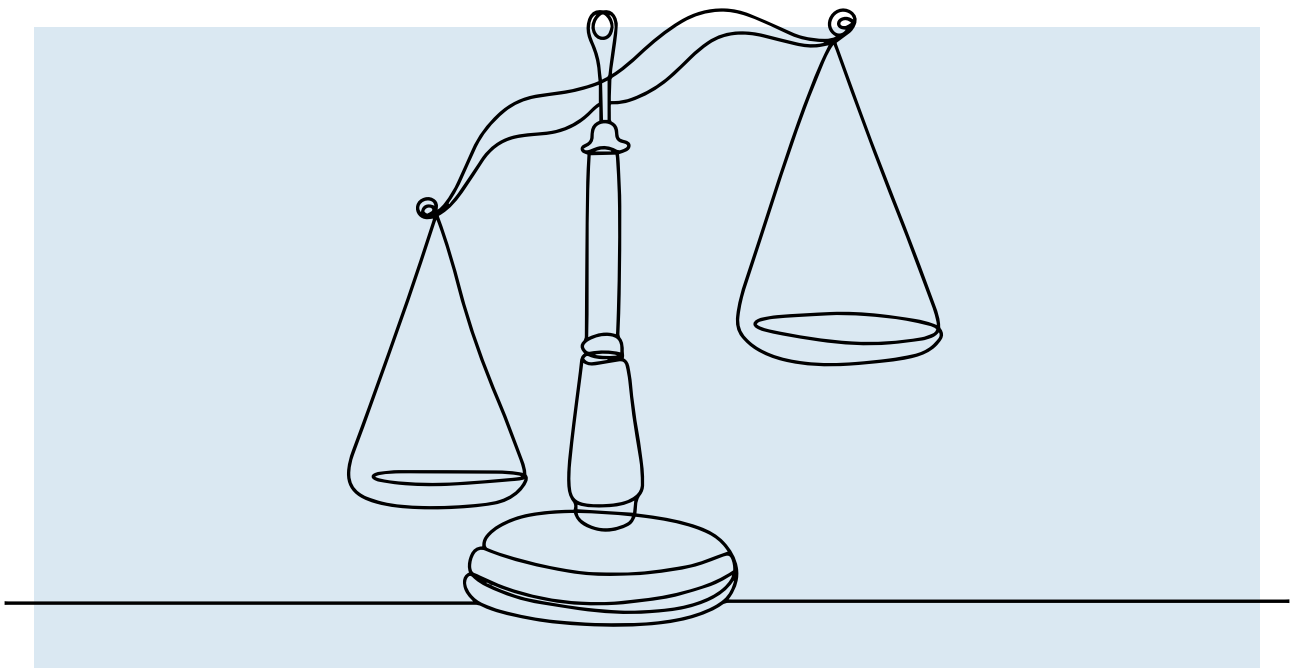
NAJ Guidance Note

THE GOLD STANDARD

Version 1. Oct 2024.



General Introduction

The Gold Standard is a voluntary code of conduct for the purchase of second-hand precious metal and jewellery and is a partnership initiative between the Police, Jewellery and Pawnbroking industries. The Gold Standard is endorsed by the Association of Chief Police Officers, Trading Standards Institute, National Pawnbrokers Association and National Association of Jewellers (NAJ).

The NAJ has a Primary Authority Partnership with Buckinghamshire and Surrey Trading Standards and as such this guidance has been approved as Assured Advice. Therefore, protecting those members who are adhering to these recommendations from Trading Standards enforcement.

Shaping professional excellence in jewellery businesses and their people

NAJ Guidance Note: Gold Standard

The National Association of Jewellers

1. Legal Requirements

1.1. All applicable legal requirements governing the type of Class II weighing instrument that can be used and the manner in which the transaction process may take place will be complied with. Local Authority Trading Standards departments can advise on the legal requirements of your business.

2. Verification Protocols

2.1. We will obtain a name and address from every customer.

2.2. We will verify the customer's identity and where possible this will be via photographic ID.

2.3. We will only purchase from customers over the age of 18.

2.4. We will make a formal record of every transaction and wherever possible we will photocopy or photograph the item(s) that we purchase and maintain our records accordingly.

2.5. Where available we will use every endeavour to ensure the transaction has been captured on CCTV and where the system is capable, we shall retain the data for a minimum of 31 days.

2.6. We will keep transaction, customer and photographic records in accordance with the Data Protection Act 2018 and we will produce these (if requested) to a police officer.

2.7. We will take every reasonable precaution to ensure the property being purchased is not stolen. We will use a UV light to check for forensic property marking.

2.8. We will require every customer to sign a form to say they are the owner or have the permission of the owner to sell the property being offered for purchase, and that they consent to their personal details being stored on file.

2.9. In the event of any suspicion that the goods being offered for sale are not legitimate, we will not continue with the transaction. We will make every endeavour to obtain as many details as possible and inform the police.

3. Good Practice Protocols

3.1. We will weigh and evaluate the customer's jewellery whilst the customer is in attendance. We shall consult with the customer in the evaluation process, so they understand and agree with the evaluation before making a decision to sell.

3.2. The customer will be given a signed receipt or written statement, which includes a description of the article being sold, its weight, the price paid and an explanation of any visible hallmarks by a suitably trained member of staff.

3.3. We will inform the customer before the transaction has been completed and confirmed, there is a possibility that their item(s) may go to be recycled immediately.

3.4. We will strive to improve upon these recommendations and initiate a workable protocol that all staff will abide by.

Supporting Guidance and Further Reading;

The National Pawnbrokers Association - Media Centre, NPA Publications, News & Press Releases | The NPA

NAJ Professional Standards Definitions

The National Association of Jewellers

Code of Conduct

The NAJ Code of Conduct is a set of rules and standards based on honesty, integrity and professionalism that members MUST abide by. The honouring of this commitment to the Code of Conduct sets members businesses apart from others.

Code of Practice

An NAJ Code of Practice is a set of rules regarding a particular subject. Most often, these Codes of Practice are translations of existing UK law. A Code of Practice provides explanations of how to uphold the law. Members MUST follow these codes in order to remain legally compliant.

Guidance Notes

An NAJ Guidance Note is a document produced to help members better understand their obligations in various areas. Guidance Notes can be on various subjects and are not always based on a specific UK Law. Members are expected to follow these instructions as best practice, although there is no statutory requirement. Guidance notes will be considered by The NAJ Professional Technical Standards Group for elevation to a Code of Practice after a period of two years has elapsed since their publication.

Disciplinary Procedure

The NAJ Disciplinary process is a series of steps that the NAJ can take to address member behaviour that falls short of the expectations as set out in the Code of Conduct.

These documents are live documents and subject to continued review; they can all be accessed on the NAJ website here; Codes of Practice (naj.co.uk)

The National Association of Jewellers

NAJ Disciplinary Procedure Tree

