



# CODE OF ETHICS

promulgated by the

## Canadian Water Quality Association for the Water Quality Improvement Industry

### Preamble

The Canadian Water Quality Association is dedicated to promoting the highest principles of honesty, integrity, fair dealing and professionalism in the water quality improvement industry. It is equally dedicated to preserving the consuming public's right to quality water. This Code of Ethics sets forth standards of conduct for industry members in their dealings with their customers, among themselves, with members of related industries and with the public at large.

#### Article I General Obligations

Industry members shall conduct themselves as informed, law-abiding citizens. They shall be informed of and adhere to those federal, provincial and local laws, statutes, ordinances, codes and regulations applicable to the industry and to their businesses such as those dealing with restraint of trade, consumer protection, truth in advertising, truth in lending, selling, sanitation, registration and effluent disposal.

#### Article II Obligations to the Public

Industry members shall dedicate themselves to sound and competitive business practices. Specifically, they shall strive to:

- A. Compete lawfully and honestly.
- B. Build their businesses on the merits of their own products, services and abilities and not falsely disparage the products, services or abilities of competitors, water purveyors or others.
- C. Accurately represent the characteristics or effects of the source water supply.
- D. Accurately represent the characteristics or effects of the water improvement process or its products.
- E. Accurately represent the benefits of the products or services that are to be provided and the changes to be made thereof.

- F. Accurately represent their credentials, training, experience and abilities and those of their employees and agents.
- G. Base product performance, benefit or other promotional claims either verbal or written on factual data obtained from tests conducted by personnel technically competent to conduct such tests following scientifically valid test procedures which data is in existence and available at the time such claims are made.
- H. Avoid the omission of material facts in promoting their products or services if the effect would be to mislead or misrepresent.
- I. Be familiar with and adhere to the Water Quality Improvement Industry Promotion Guidelines.

#### Article III Obligations to the Customer

Industry members shall serve their customers competently, honestly and promptly. Specifically, they shall strive to:

- A. Be open and honest in their dealing with their customers and potential customers.
- B. Factually represent their products and services to their customers.
- C. Ensure that their products or services are properly applied or installed when they are responsible for such application or installation.

- D. Respond promptly to customer complaints.
- E. Provide for the availability of timely and competent service for their products.
- F. Inform their customers of the maintenance and service requirements and related costs.
- G. Honour contracts and warranties without undue delay.

#### Article IV Obligations to Professionalism

Industry members shall maintain and advance their knowledge and skills in the technologies utilized in the water quality improvement industry. Specifically, they shall strive to:

- A. Ensure that their employees and agents, through continuing education, have a practical working knowledge of the capabilities of the products and services they provide.
- B. Improve their own professional expertise by staying abreast of industry technological and scientific developments.
- C. Adhere to and promote the business ethics embodied in this Code.