



## **CONSUMER ALERT 2019**

The Canadian Diamond Code Committee (CDCC) office has been receiving an increased number of consumer calls/emails regarding entering an assigned identification number into various web sites that claim they identify Canadian diamonds.

### **Consumers need to know that there is no central database for Canadian diamond identification numbers.**

Some Canadian diamond brands created their own website where they entered identification numbers for their supply of diamonds. This was a program for the retail clients. The retailers would give a web site address out to the consumer upon purchase. The consumer could input their diamond identification number (sometimes referred to as a “DIN” which is a term used in the *Voluntary Code for Authenticating Canadian Diamond Claims (the Code)* and come up with information on their diamond and confirm its Canadian origin. These programs were expensive to maintain and over the years many were dropped or just never maintained. This can mean if a supply of diamonds was purchased a few years ago by a retailer and only now is being sold to a consumer some of the product information is not up to date and the particular website could now be defunct.

The CDCC office can authenticate diamonds sold by a Signatory to the *Voluntary Code for Authenticating Canadian Diamond Claims (the Code)* by receiving the requested diamond information from the consumer that should be provided at time of purchase from the Code Signatory retailer. The Code Office then contacts each participant in the chain of warranties back to the Canadian diamond mine. This can take up to 30 days or longer. Assuming that the diamond purchased from a Code Signatory can be traced back to the mine the Code Office will provide a letter to the consumer on our letterhead stating that all steps in the chain of warranties have been provided and proved and the consumer did indeed purchase a Canadian diamond.

### **So what should consumers know before purchasing a Canadian diamond?**

**Read on...**

### **If purchasing a Canadian diamond from a Code Signatory-**

- **Confirm with the retailer that they are a Code Signatory or check this web site for a list. [www.canadiandiamondcodeofconduct.ca](http://www.canadiandiamondcodeofconduct.ca)**
- **A Code Retail Signatory must provide you with the following information:**
  1. A unique Diamond Identification Number (DIN) permanently inscribed on every Canadian diamond a Code Signatory sells.
  2. A polished diamond certificate/report
  3. An invoice which contains the following information: (a) the polished diamond description; (b) a unique Diamond Identification Number; a statement of certification that the polished diamond(s) is Canadian with an appropriate qualifying statement if required by the Competition Bureau's MIC Guidelines (d) the retailer's written return policy; (e) the date of purchase; and, (f) the name and address of retailer.
- With the above information contact the Code Office at [info@canadiandiamondcodeofconduct.ca](mailto:info@canadiandiamondcodeofconduct.ca) or call 1-866-399-1118 to begin the authentication process.

### **If purchasing a Canadian diamond from a retailer who is not a Code signatory-**

- Ask the retailer how you can confirm that the diamond is Canadian. If they give you a web site to go to ask them to go to the web site with you **before you purchase the diamond.**