

The Gold Standard Implementation Guidance

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 Measurement Office, British Jewellers Association, National Pawnbrokers Association and National Association of Jewellers.

This document is supporting guidance to assist businesses at a local level effectively implement the code of conduct with minimal impact.

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.

All businesses must be aware of the legal requirements that govern the industry and you must commit to knowing and complying with the law. If you are unsure or would like clarification on the legal requirements of your business please contact your local Trading Standards Office via your Local Authority.

2. Verification Protocols

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

This information should be obtained from every customer to ensure there is an audit trail linking every transaction to a particular customer.

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

As a minimum this verification process should take place for all new customers and where necessary their address should also be verified. Trusted returning customers who have previously had their identity verified need not undertake this process for every subsequent transaction. Acceptable forms of photographic ID include passport, driving license, armed forces ID card, police warrant card, citizen card, NUS card and official company ID card.

2.3. We will only engage in transactions with customers over the age of 18.

An age verification process should be completed as detailed above.

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.

Transaction details including a description of the goods, the weight and the amount paid should be recorded alongside the customer details for each transaction. Prior to making the transaction a photograph or photocopy of the item(s) presented for sale should be taken. To provide an indication of scale the photograph should be taken alongside a ruler or the template detailed in Appendix A could be used.

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.

CCTV is not only important in the security of your premises but it has real evidence value following a suspicious incident or offence. CCTV images should be recorded and comply with the Data Protection Act 1998. All images should be recorded in real time (e.g. a minimum of 25 frames per second). Recording equipment must be secured and kept safe. There needs to be a method for removing images from the system such as a CD writer built into the unit. All cameras need to have an identified purpose and at least one camera should be purely for the identification of customers.

2.6. We will keep transaction, customer and photographic records in accordance with the Data Protection Act for a minimum of 3 months and we will produce these (if requested) to a Police Officer.

Records can be stored either electronically or in hard copy in a logical format so that records can be easily searched upon request.

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

A handheld UV light source should be purchased and subsequently used to screen all goods for forensic property marking or postcode markings. There are a number of scenarios that could raise suspicions when identifying whether property is marked:

- Prior to screening the property the customer should be asked if the property is marked. If the customer replies 'no' and the UV light reveals markings then this should be considered as suspicious.
- Forensic property markings will glow one of three colours. If parts of the property glow green/yellow it may be marked with Smartwater, blue it may be marked with SelectaDNA and red it may be marked with either EnigmaTAG or Crimestoppers Protector. Obviously a customer could be legitimately selling property that is marked with one of the above products, however, the asking of pertinent questions will reveal whether to be suspicious or not.

- If the UV light screening reveals a postcode and this does not match the postcode of the customer then this should also be considered as suspicious.
- If you experience any of the above suspicious incidents then you should proceed with caution.

2.8. We will require every customer to sign a disclaimer to say they are the owner or have the permission of the owner to partake in the transaction, and that they consent to their personal details being stored on file for a minimum period of 3 months.

The objective of the use of a signed disclaimer is to deter customers from selling or loaning property they do not own whilst also gaining their consent to store their personal data as per the requirements of the Data Protection Act (1998). An example of the disclaimer that should be used is detailed in Appendix B.

2.9. In the event of any suspicion that the goods being offered 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 as soon as possible.

Shop managers are encouraged to develop a working relationship with their local Safer Neighbourhood Team and where applicable to participate in the local Shop Watch or Business Watch scheme. In the event of a suspicious incident, staff should make contact with the local Safer Neighbourhood Team Police Officer directly or call the non-emergency number 101. If a local Police Officer or Police Community Support Officer is in the area on foot then they will attend. Staff in the shop can either tell the customer they have called the police and ask the person to wait, or cause a delay in the transaction for the period of time the officer is expected to get there. Staff should be advised to follow non-confrontational procedures. Guilty persons are likely to demand their goods and leave. Any CCTV will be viewed on police arrival and any intelligence submitted.

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.

The whole transaction process including the evaluation process should be as transparent as possible to allow the customer to make an informed decision. As a minimum it is good practice to undertake the evaluation process in the presence of the customer.

3.2. The buyer will be given a signed receipt or written statement, which includes a description of the article, its weight, the price paid and an explanation of any visible hallmarks.

A signed receipt complying with the Companies Act 2006 must be provided to each customer as part of every transaction. Either as part of this receipt or on a separate written statement, the customer should



be provided with the additional information so they have a full record and audit of the transaction.

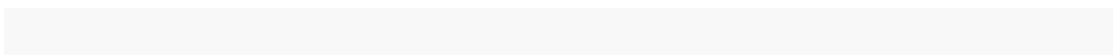
3.3. We will inform the customer before the sales transaction has been completed and confirmed, there is a possibility that their item(s) may go to be recycled immediately*.

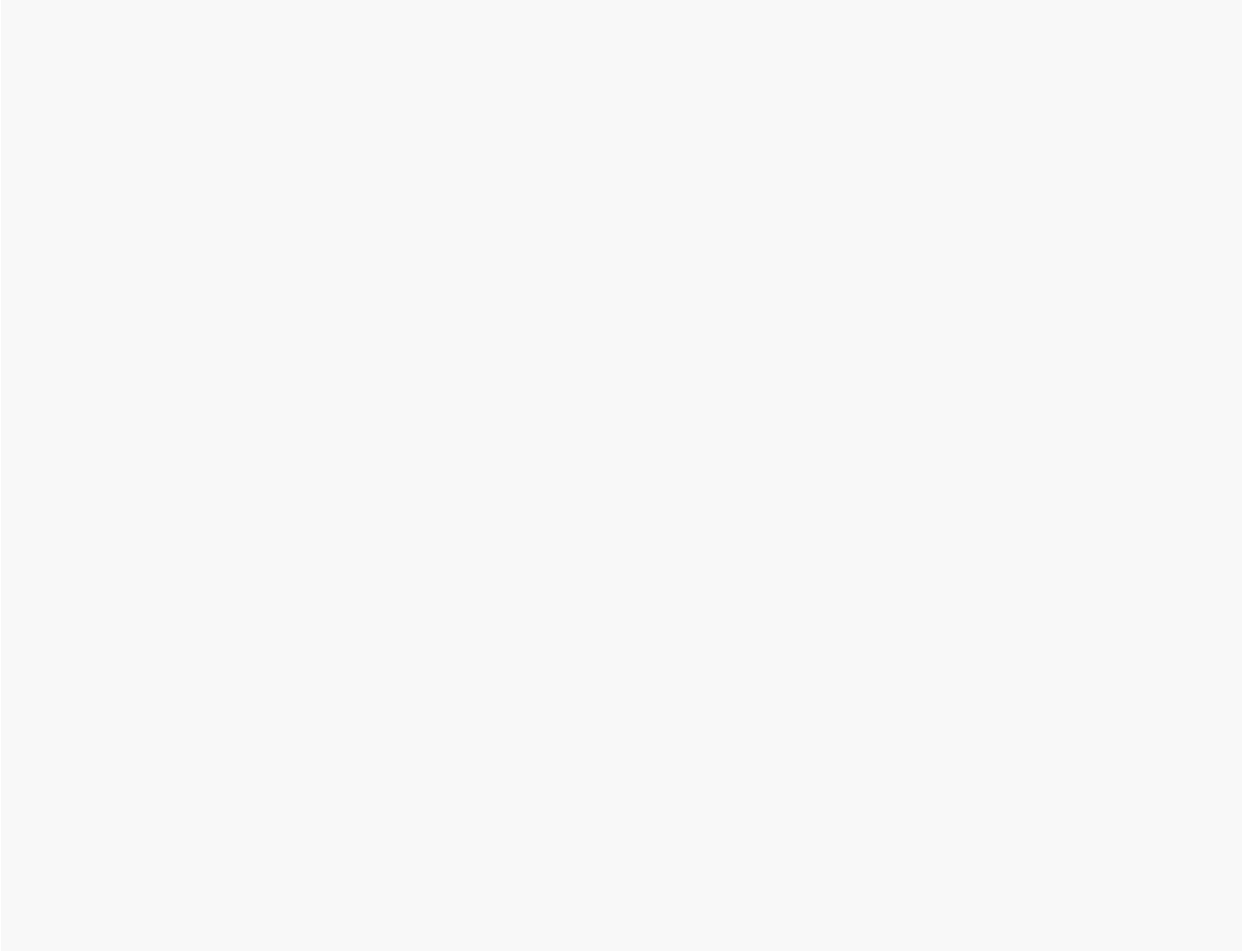
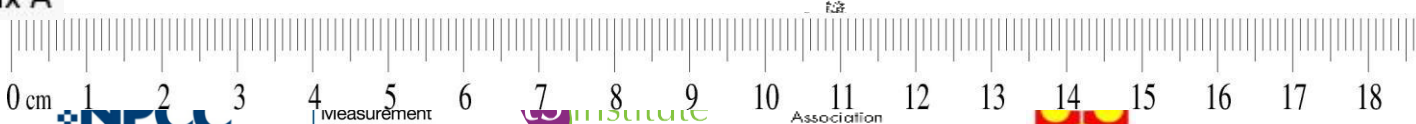
To ensure the customer can make an informed decision regarding the sale of property it is good practice to inform them that they may not be able to purchase back any sold property.

*In some areas of Scotland it may be required by local law to retain goods for 48 hours on the premises. Scottish members should check with their Council Offices.

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

The Gold Standard is a national scheme supported by the Association of Chief Police Officers, Trading Standards Institute, National Measurement Office, National Association of Jewellers, British Jewellers Association and the National Pawnbrokers Association. By participating in the scheme you commit to informing all of your staff about the standards and their requirement to abide by them.





Customer Transaction Disclaimer

Before making the decision to enter into this contractual transaction for the sale/loan of property please read and sign this form confirming that you are either the owner of property or have the permission of the owner to partake in the sale/loan of the property.

Your personal data will be retained by the organisation for a period of at least three months from the date signed. Your information will not be disclosed to anyone without your consent unless disclosure is required by law enforcement agencies.



Your signature below means that you have received this information and have been given the opportunity to ask any questions about the retention of your personal information. A copy of the signed and dated form can be provided to you upon request.

By signing this form I agree with the conditions as set out above.

Name

Address

Telephone

Mobile

Signature of Customer

Date Signed

