1. Comply with Competition Act, and so deception does not debilitate customer confidence

2. Diamond from Canada qualifies for purpose of Competition Act and can be cut or polished both in Canada and abroad. Minimum quality needed to be established as a Canadian diamond.

3. CDCC (Canadian Diamond Code Committee) - representatives from mining, cutting, polishing, wholesale, retail, Jeweller Vigilance Canada, and Canadian Jeweller Association as well as a representative from national consumer organization.

4. Removed as a code signatory

5. Retailers that follow the code

6.

- polished diamond description

- unique Diamond Identification Number

- Statement saying it is from Canada and the issuer of report

- return policy

- date of purchase

- name and address of retailer

7. Yes, since each is necessary in case there are problems with the diamond administratively or qualitatively. This sets up for returns as well as tracking of the sale.

8. Yes, since security and impersonation for online orders are different than that of purchase in person. Details of diamond description are of particular interest.