AGS CODE OF ETHICS

Mission Statement

The American Gem Society (AGS) is a nonprofit trade association of fine jewelry professionals dedicated to setting, maintaining and promoting the highest standards of ethical conduct and professional behavior through education, accreditation, recertification of its membership, gemological standards, and gemological research.

The Society is committed to providing educational products to inform and protect the consumer and to contributing to the betterment of the trade by creating industry standards to protect the jewelry-buying public and the fine jewelry industry as a whole.

AGS Laboratories (/agslabs), founded to support the AGS mission, is a nonprofit diamond grading laboratory with a mission of consumer protection. Adhering to the AGS Diamond Grading Standards, AGS Laboratories is dedicated to offering diamond grading reports that provide consistency and accuracy based on science.

The American Gem Society’s Pledge to the Consumer

The American Gem Society (AGS) was created with one mission in mind: to protect you, the consumer.

Our members adhere to the highest standards of business practices and ethics so that you can buy with confidence from jewelers who can trust. AGS Standards not only comply with governing laws, but go beyond that to ensure that you are buying from jewelers who have the knowledge and skill to help you make the most informed buying decision.

AGS ETHICAL PRACTICES

In order to maintain membership, jewelers in the American Gem Society agree to:

- Provide full disclosure of all facts pertaining to the products they sell.
- Never intentionally deceive their employees, consumers, vendors, or business partners.
- Compete fairly and never speak unprofessionally about their competitors. Likewise, encourage their colleagues in the jewelry industry to embrace these principals.
- Resolve any customer complaints relating to the sale of a product.