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Code of Conduct

This association has agreed to follow a code of conduct which leads to best practice in business dealings.

Agreement to accept the ADESSA Constitution and to abide by this Code of Conduct is a requirement for membership of ADESSA

ADESSA members are expected to

- conduct their dealings in such a way that there is no room for incorrect interpretation of their actions
- ensure that anyone acting on behalf of a company does not misrepresent their own or any other company and its products. Company representatives are also expected to abide by the ADESSA Code of Conduct.
- ensure that dealings with all stakeholders (schools, education departments etc.) are ethical, as well as non-detrimental to member and other companies.
- produce advertising material that is never misleading and that clearly indicates the name of the company presenting the information. Products and services must be fairly and properly described in catalogues and advertising materials. Advertising material may show membership of ADESSA, but any other use of the ADESSA name or logo must be approved by the committee.
- value their customers and promise a high standard of customer service, with prompt attention to any complaints.
- perform advisory or consultancy services with reasonable care and skill.
- supply products of a proper quality, safe and suitable for educational use, and complying with current safety regulations. All products will be marked with full safety instructions or symbols, except where toxic and hazardous substances are required to achieve the purpose of the product.
- carry public liability insurance at a level appropriate to the range and value of the products and service.