



Code of Conduct

This Code of Conduct is established for the purpose of safeguarding the standard of service offered by ECTA and to enhance the reputation of the Canadian electronic cigarette industry.

ECTA Associates and Client Members shall be required to abide by the following:

- Fully respect the confidentiality of Association business, documentation, and all other correspondences or information within the Association's domain;
- Conduct business affairs in such a manner as to bring credit to the Association, its members, and the sale of electronic cigarettes in Canada;
- Treat all fellow members with respect at all times in all correspondence, forum posts and/or meetings of any kind;
- Maintain high standards of business practice at all times, and inter-business dealings between other Associates, Client Members and Customers to ensure the ongoing credibility and reputation of the ECTA Association and the Electronic Cigarette Industry;
- Avoid publicising any negative comment, marketing claim or other statement about any fellow Member of the Association, while retaining individual business rights to operate competitively;
- Fully compliant packaging/labelling on all components of products;
- Full compliance with any and all necessary legislative statutes, as amended from time to time;
- Businesses must be registered according to the provincial or federal law that governs a member's business model. This is a legal requirement for all retail businesses;
- Carefully avoid claiming any health, therapeutic or medical benefits from using the product;
- Clearly state not intended for sale to anyone under the age of majority as a minimum policy;