

Code of Conduct

ECITA 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;
- Treat fellow members with respect at all times in all correspondence, forum posts and/or meetings of any kind. Abuse will not be tolerated, and will be regarded as a breach of this Code;
- Seek to maintain sufficiently high standards of business practice and inter-business dealings across Members to ensure the ongoing credibility and reputation of the 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 CHIP-compliant packaging/labelling on all nicotine components of products, and full compliance with any and all necessary legislative statutes, as amended from time to time;
- Payment Card Industry/Data Security Standards (PCI/DSS) Compliance & certification for payment processing;
- Businesses must be registered with the Information Commissioner's Office. This is a legal requirement for online retail businesses;
- Carefully avoid claiming any health benefits from using the product – wording & terminology to be agreed;
- Clearly state not for sale to under 18s, and ensure safeguards in place to prevent sale to minors – wording to be agreed;