

# CODE OF ETHICS

The primary mission of the matchmakers' profession is to provide quality introductions to singles. Matchmakers seek to enhance the capacity of people to address their personal and social needs.

This mission is rooted in a set of core values. These core values, embraced by Certified Matchmakers™ throughout the Global Love Institute's (previously known as the Matchmaking Institute) history, are the foundation of Certified Matchmakers' unique purpose and perspective:

- Customer Service
- Dignity of the person
- Importance of human relationships
- Integrity
- Competence

This constellation of core values reflects what is unique to the matchmaking profession.

## Purpose of the Code of Ethics

Professional ethics are at the core of Professional Matchmakers. The profession has an obligation to articulate its basic values, ethical principles, and ethical standards. The Global Love Institute's Code of Ethics sets forth these values, principles, and standards to guide Professional Matchmakers' conduct.

The Code is relevant to all matchmakers who are a Member of the Professional Matchmakers Association, regardless of their professional functions, the settings in which they work, or the populations they serve.

## This Code of Ethics serves six purposes

1. The Code identifies core values that all Professional Matchmakers should share.
2. The Code summarizes broad ethical principles that reflect the profession's core values and establishes a set of specific ethical standards that should be used to guide matchmaker practice.
3. The Code is designed to help matchmakers identify relevant considerations when professional obligations conflict or ethical uncertainties arise.
4. The Code provides ethical standards to which the general public can hold the Matchmaking Profession accountable.
5. The Code addresses matchmakers new to the field having them adhere to their mission, values, ethical principles, and ethical standards.

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6. The Code articulates standards that the matchmaking profession itself can use to assess whether Professional Matchmakers have engaged in unethical conduct and thereby revoke their certification.

### Ethical Principles

Ethical principles are based on Matchmakers core values of service, dignity and worth of the person, importance of human relationships, integrity, and competence. These principles set forth ideals to which all matchmakers should aspire.

Matchmakers' primary goals: to help people gain quality introductions; elevate service to others above self interest; draw on their knowledge, values, and skills to help people achieve their goal; act as professionals and aim to establish societal status as a matchmaker.

### Ethical Standards

The following ethical standards are relevant to the professional activities of all matchmakers. These standards concern (1) matchmakers' ethical responsibilities to clients, (2) matchmakers' ethical responsibilities to colleagues, (3) matchmakers' ethical responsibilities in practice settings, (4) matchmakers' ethical responsibilities as professionals, (5) matchmakers' ethical responsibilities to the Matchmaking Profession. (6) matchmakers' ethical responsibilities to the public

### Code of Practice

Approved Members of the Professional Matchmakers Association shall:

1. Adhere to the highest quality standards in the industry;
2. Be dedicated to a client's right to a personal, supportive and professional service at all times;
3. Maintain a strict confidentiality of all client accounts and not divulge, discuss or otherwise exploit any restricted material related to client profile, status or record of activity; All information supplied by the client shall not be divulged, without the prior consent of the client, to any other person or party except those of your clients who have agreed beforehand to have their details given to other Members.
4. Take the utmost care to deliver the highest standard of service for total customer satisfaction and be subject to evaluations correlating to client assessments;
5. Do their best to ensure that every client receives the attention and respect they deserve, respond to inquiries in a timely manner and offer complete and clear answers;

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6. Be diligent when qualifying all potential matches on behalf of your clients with a personalized approach from beginning to end; matchmakers are to respect each other when collaboration is required to find a match for your client;
7. Be subject to mandatory professional review for biennial re-approval, in accordance with the Global Love Institute's guidelines; attend Conferences and seminars for your personal development, continuously seek professional advancement to keep up with the latest developments in the dating industry;
8. Have a complaint response policy in place to address any and all consumer complaints and concerns; agree to cooperate with the dispute resolution process and service offered through the Matchmaking Institute;
9. Diligently adhere to all applicable Federal, State and Local laws relating to the industry.
  - Matchmakers must not engage in high pressure selling.
  - Be clear, fair and specific about their refund policy.
  - Make truthful and accurate representation, displaying the agency's policies and procedures while providing clear pricing and payment terms.
  - Ensure privacy and information security in order to maintain the confidentiality and security of personal information relating to clients.

### Code of Practice in Ads and Marketing

- Keeping in mind where and what media affects the image of the industry;
- Avoid advertising that is inaccurate, ambiguous, exaggerated or liable to be misconstrued.
- Engage in truthful advertising and promotions, and the requirements to comply with existing legislation and regulation.
- Advertisements must not contain the words 'guarantee' or 'guaranteed' unless the full terms of such undertakings as well as the remedial action open to a client are either
- clearly set out in the advertisement or are available to the client in writing before any monies are paid.
- State the nature of your business clearly; honesty helps bring the clients. Provide name, address, and contact information in public. Have a listed telephone number which the public can, during normal working hours, use to speak to someone. Disclose the terms and conditions of the service, making truthful and accurate representation, displaying the agency's policy and refund policy, and providing clear pricing and payment terms.

### Enforcement

Any certified matchmakers, dating or matchmaking agencies that display our seal with 3 or more violations and/or unresolved disputes will have their certification revoked. In some cases, depending on the violation, the certification may be revoked immediately upon the first violation.