



## **EWFA Code of Ethics – April 2012**

1. All members of the EWFA shall work to defend and promote the interests of the window film industry and to act as a source of information and advice to interested parties.
2. All technical data used in communications shall be according to industry standards or justified by technical research with documented evidence.
3. All marketing materials shall be in accordance with national advertising standards.
4. The actions of members should always be conducted in a wholly ethical way that engenders the qualities and reputation of the industry and doesn't negatively affect its reputation.
5. The best possible information should be given including advantages and possible disadvantages of window film installation to help the customer make the right choice.
6. All members should promote their products and services based on their strengths and not on their competitors' weaknesses.
7. Members should not disclose or make use of any confidential or privacy information that came to their knowledge during negotiations or personal meetings with customers, unless ordered by legal authorities.
8. All members should restrain from contracts that might cause injury or undesirable loss to the client and communicate reasons to the client to try to avoid it happen.