

# Code of Practice

## National Federation of Funeral Directors

2020





## **NATIONAL FEDERATION OF FUNERAL DIRECTORS**

This code of practice has been written by the National Federation of Funeral Directors to set standards that our members abide by and therefore provide a service to be proud of.

- 1) Conduct
- 2) Marketing and Advertising
- 3) Documents
- 4) Funds
- 5) Disputes
- 6) Customer Pledge

### **CODE OF PRACTICE**

- The National Federation of Funeral Directors is a self-regulatory body set up to bring together the funeral industry and associated businesses. We intend to help set the standards that we can all be proud of when dealing with our clients/customers and maintain a high standard of professional conduct at all times.
- We wish to ensure that the money customers pay to providers for any service is not only wisely spent but is of a fair and acceptable price at all times. This is to show a 'good value for money' but not to the detriment of the supplier, however not affecting the quality of services provided.
- We intend to monitor standards of professional conduct of NFFD Member companies and their staff, agents and representatives.
- We will advise on methods for resolving disputes between members and their customers.
- We also pledge to represent the industry in Private and Public meetings and Forums where deemed to be appropriate.

President 01/11/2019



## **CONDUCT**

1. Members must act in a courteous, sensitive, dignified and professional manner at all times.
2. Must not make unsolicited visits or unsolicited telephone calls to potential customers and, in particular, to residents of nursing homes, residential care homes or other similar establishments
3. Must respect the confidential nature of information given to them and only use that information for its proper purpose.
4. When recommending another business, must disclose any interest they may have in that business.
5. Must not make misleading comments about the quality or appropriateness of any goods or services which a customer has already purchased by another supplier

## **MARKETING AND ADVERTISING**

1. Members must ensure that any marketing or advertising which they undertake does not bring the funeral industry into disrepute.
2. Advertising always be in good taste.
3. Marketing must be legal, decent, honest and truthful and comply with all the other requirements of the British Code of advertising practice .
4. Members must not make unsubstantiated claims about services provided by others.
5. All Members must provide their employees, agents and representatives with training and written guidance on sales practices which ensures that potential customers are given sufficient information to make informed decisions.



## DOCUMENTS

1. Where appropriate Members must provide potential customers with written details of any Services being offered, which clearly sets out what charges they need to pay and cancellation periods where they apply.
2. What happens if the customer is unable pay and the recovery procedure and time scales.
3. How a customer may complain about any services provided and how such complaints will be handled, especially where documents and agreements such as Funeral Plans are entered into.
4. All other terms and conditions that may apply to any agreement written or verbal in connection with any services or goods to be provided must be explicit.

## FUNDS

1. Funeral Plan Providers must comply with the Authority's Rules relating to the security of plan funds.
2. Members must apply money received for any goods or services as soon as practicable towards that for which they were intended.
3. It is important that the member is confident at all times of the staff or agents trustworthiness to receive monies from clients howsoever received in lieu of services or goods to be or already received.
4. Where a business is not usually familiar with payments being made in cash it is important that a procedure is in place to facilitate should it occur.
5. All credit and debit card information must be kept secure at all times and destroyed within the financial authorities regulations and banking rules.



## **DISPUTES**

1. The NFFD Rules require members to comply with its Code of Practice at all times and deal with disputes efficiently.
2. A customer who is dissatisfied with the service provided by a member should, in the first place, contact the member who should reply to the customer within 7 working days of receiving a complaint.
3. If it is not possible for the member to ultimately settle the dispute to the satisfaction of the customer it should be referred to an independent conciliation and arbitration service.
4. If in the course of any conciliation, or following the conclusion of any arbitration, it appears that a Member has infringed this Code of Practice, the NFFD may take disciplinary action against the member by not renewing its' membership in accordance with its Rules
5. In these matters the decision of the NFFD is final. All governed within English Law.

## **CUSTOMER PLEDGE**

1. Members shall pledge to customers to be guided by the National Federation of Funeral Directors 'Fair Deal Charter' or Code of Practice at all times.
2. All Members shall co-operate in the delivery of the Federations "Pledge to Customers". By which, in the event of the insolvency of a Member Provider, the other Member Providers will examine ways in which the NFFD might assist in arranging delivery of the Goods or Services for the customers of the insolvent Member Provider.
3. Anyone who experiences difficulty in obtaining services from a Member Provider may contact the National Federation of Funeral Directors via its website: [www.nffd.org.uk](http://www.nffd.org.uk)

