

A close-up photograph of a gold chain, likely a curb or cable link chain, is the background of the entire page. The chain is highly reflective, with many links catching the light and creating bright highlights. A semi-transparent dark blue rectangular overlay covers the upper portion of the image, providing a background for the title and date.

# CLAIMS GUIDE

AUGUST 2025

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RESPONSIBLE  
JEWELLERY  
COUNCIL

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# 1. INTRODUCTION

## ABOUT CLAIMS

Responsible Jewellery Council (RJC) membership and certification aligns companies with the RJC, a globally recognised organisation committed to promoting responsible practices, which can positively influence brand perception and enhance consumer trust. Making claims about the responsible practices companies have implemented as a result of their membership and their achievements can help differentiate them and illustrate their commitment and positive impact. Equally, the inappropriate use of claims and logos can have lasting negative impacts on the credibility of organisations and the broader industry, going against industry and regulatory best practice.

Businesses in the jewellery supply chain are increasingly asked about the conditions under which their products have been produced or sourced. In turn, they are increasingly doing more to understand their own supply chain and ensure the materials they sell do not contribute to conflict, child labour, human rights abuses, environmental damage, poor mining practices and other risks. The industry is continually adapting to these changing consumer demands, and this is reflected not only in the practices companies follow globally, but also in the claims they make. Claims are used both in business-to-business (B2B) and business-to-consumer (B2C) communications, and are often made about products, a company's business practices, compliance such as with certification systems, and increasingly also about sustainability. For this reason, it is essential that any claims made by companies are accurate, clear, and not misleading.

All RJC Members pay annual membership fees as per their membership agreement. No additional usage or licensing fees apply at this time for making claims related to the RJC, nor for the accurate use of the RJC logo. The RJC reserves the right to review and amend fee structures in future.

All approved Certification Bodies agree to pay an annual licensing fee to use the Licensed Material (as set out in the **RJC Brand & Logo Usage Guidelines for Approved Certification Bodies**) for RJC member certification and Certification Body promotional use worldwide under the conditions set forth in the Logo License Agreement.

## IN THIS GUIDE

This claims guide aims to provide companies with an outline of the rules and processes related to:

- Claims about RJC membership
- Use of the RJC logo
- Claims related to the RJC Standards
- Monitoring claims
- Misuse of claims
- RJC Copyright, Intellectual Property and Trademarks

Members should consult this guide when planning to make any claims related to the above points.

## SUPPORTING RESOURCES

RJC has several resources to support members when making claims or using the RJC logo. In addition to this document, members should consult the:

- Logo Usage Document ([on the member portal](#))
- [COP standard and guidance](#);
- [COC standard and guidance](#);
- [LGMS and associated guidance](#);
- [Member Certification Handbook](#); and
- Membership agreement.

For any questions regarding claims and use of the RJC logo, please contact [communications@responsiblejewellery.com](mailto:communications@responsiblejewellery.com).

A list of RJC members can be found on the [RJC website](#).

## ROLES

The relevant roles for implementing the processes around claims are outlined in the following documents:

- **Members:** The RJC Standards and Guidance documents, Member Certification Handbook, The RJC Certified Member Brand Guidelines 2025.
- **Certification Bodies:** The RJC Standards and Guidance documents, Certification Process Requirements for Certification Bodies, and Approved Certification Body Logo Usage Guidelines 2025
- **Assurance Services International (ASI):** The RJC Standards and Guidance documents, Certification Process Requirements for Certification Bodies and Auditors, and Approved Certification Body Logo Usage Guidelines 2025
- **The RJC:** Articles of Association, RJC Complaints Mechanism.

Requirements associated with the RJC standards on claims are updated and revised during the development and revision process of the RJC standards, which are governed by the [RJC Standard Setting Procedure](#).

## REVIEW OF THIS GUIDE

The RJC will review this guide regularly, at a minimum every 5 years in line with our standards review cycle. Reviews ensure the document remains up to date and fit for purpose, taking into account any changes in the RJC standards, guidance and associated processes.

**Disclaimer:** No guarantee, warranty or representation is made as to the accuracy or completeness of this guidance and other documents or information sources referenced in it. Following the guidance is not intended to, nor does it, replace, contravene or otherwise alter the requirements of any applicable global, national, state or local governmental statutes, laws, regulations, ordinances or other requirements.

Please note this guidance provides information about the RJC's requirements and processes regarding making claims, and may not always be a complete and authoritative statement on each of the subjects covered. Following the guidance is not intended to, nor does it, create, establish or recognise any legally enforceable obligations or rights against the RJC and/or its members or signatories.



## 2. CLAIMS ABOUT RJC MEMBERSHIP

Member claims can appear in marketing and or sales materials. Claims cannot be placed on products nor imply products are RJC certified or that RJC certification is a product certification (see section 3 & 4 for more).

Types of RJC Membership	How to talk about your RJC membership and certification, as applicable
<p><b>RJC (Commercial) Member:</b></p> <p>A company actively involved for commercial reasons in the diamond, coloured gemstones (rubies, sapphires and emeralds) gold, silver and/or platinum group metals jewellery and watch supply chain, that has not yet undergone a certification audit against the RJC Code of Practices (COP) standard.</p> <p>RJC (Commercial) Members have committed at an Executive level, to support the mission of the RJC and achieve RJC Certification within two years of joining.</p>	<p>As a Member of the Responsible Jewellery Council (RJC), we have made a commitment at an Executive level to uphold the RJC's mission: to promote responsible ethical, social, and environmental practices that support human rights across the diamond, coloured gemstones (rubies, sapphires, and emeralds), laboratory grown materials, gold, silver, platinum group metals, jewellery, and watch supply chain, from mining to retail.</p> <p>Our objective is to attain RJC certification against the Code of Practices (COP) standard by [insert date within the latest of two years from joining]. This membership underscores our dedication to responsible business practices.</p>
<p><b>RJC Certified (Commercial) Member</b></p> <p>A member that has undergone an audit against the relevant RJC mandatory standards and any additional voluntary standards and obtained certification, demonstrating their commitment to responsible business practices within the watch and jewellery industry.</p> <p>Only RJC (Commercial) members can become RJC Certified Members. Companies maintain their Certified Member status through recertification every 3 years, including surveillance audits. It is essential to note that members' practices and processes are certified, and therefore, only certified members are permitted to use the RJC logo.</p>	<p><b>COP Certified Members</b></p> <p>As a Certified Member of the Responsible Jewellery Council (RJC), we proudly hold certification against the RJC COP standard, that defines how companies can implement responsible practices into their business operations and processes, covering human rights, social and environmental performance. Our certification was based on an independent third-party audit evaluating/assessing conformance with this standard. This certification underscores our dedication to responsible business practices and fosters trust within the watch and jewellery supply chain.</p> <p><b>LGMS &amp; COP Certified Members</b></p> <p>As a Certified Member of the Responsible Jewellery Council (RJC), we proudly hold certification against both the RJC COP standard, and the RJC LGM Standard, which defines how companies can implement responsible practices into their business operations and processes, covering human rights, social and environmental performance. Our certification was based on an independent third-party audit evaluating/assessing conformance with this standard. This certification underscores our dedication to responsible business practices and fosters trust within the watch and jewellery supply chain.</p>

Types of RJC Membership	How to talk about your RJC membership and certification, as applicable
	<p><b>Only LGMS Certified</b></p> <p>As a Certified Member of the Responsible Jewellery Council (RJC), we proudly hold certification against the RJC LGM Standard, which defines how companies can implement responsible practices into their business operations and processes, covering human rights, social and environmental performance. Our certification was based on an independent third-party audit evaluating/assessing conformance with this standard. This certification underscores our dedication to responsible business practices and fosters trust within the watch and jewellery supply chain.</p> <p><b>COC Certified Members</b></p> <p>We are proud to announce that [Company Name] has achieved certification against the Responsible Jewellery Council's Chain of Custody (COC) standard. This certification demonstrates our unwavering commitment to transparency, responsibility, and sustainability in the jewellery and watch industry.</p> <p>Through rigorous assessment and adherence to the RJC's COC requirements, we ensure that our COC material is responsibly sourced, fully segregated and traceable.</p> <p>This certification underscores our dedication to operating with integrity and accountability, and it reinforces our position as a trusted and responsible member of the global jewellery and watch community. We remain committed to driving positive change throughout the supply chain and contributing to a more sustainable future for the industry and people, and our planet.</p>
<p><b>RJC Association Member</b></p> <p>A trade association with members that are actively involved in the diamond, coloured gemstones, gold, silver and/or platinum group metals jewellery supply chain.</p> <p>While not required to achieve RJC Certification themselves, RJC Association Members have committed, at an Executive level, to support the mission of the RJC and actively encourage their association members to join the RJC.</p>	<p>As an Association Member of the Responsible Jewellery Council (RJC), we are proud to be part of a global initiative committed to promoting responsible practices throughout the jewellery and watch supply chain. By aligning with the RJC's mission, we strive to uphold integrity, transparency, and sustainability in all aspects of our business operations. Together with our members, we aim to contribute to a more responsible and transparent jewellery and watch industry.</p>
<p><b>RJC Supporter and Media Partner</b></p> <p>A company outside of the jewellery and watch industry that supports RJC's mission through financial and/or in-kind support.</p>	<p>As a Supporter of the Responsible Jewellery Council (RJC), we are proud to be part of a global initiative committed to promoting responsible practices throughout the jewellery and watch supply chain. By aligning with the RJC's mission, we strive to uphold integrity, transparency, and sustainability in all aspects of our business operations.</p>

## 3. USE OF THE RJC LOGO

Rules around use of the RJC logo for members are outlined in the RJC standards (see section 4) as well as the Logo Usage Guidelines (available on the [Member portal](#)). RJC certified members can only use the RJC logo with their certified member number. Members who are not yet certified to the RJC standards, are not able to use the RJC logo. A certified member logo is issued to the member after the first certification, and an updated logo shared after each certification audit.

The RJC logo cannot be used on a product, nor used in a way that implies a particular item or product is certified. The RJC is not a product certification standard but certifies companies against their management systems and processes.

The [Member portal](#) outlines how members may use the RJC name, logo and colour palette. You can also find the Logo Usage Guidelines and Logo download pack in that portal.

The RJC-approved Certification Body (CB) status allows auditors to use the RJC logos on certificates they issue to RJC members against the RJC standards, as well as in any publicity, internal training materials, or documents they issue in connection with the RJC certification, to promote their RJC certification services and approved CB status. Only approved CBs that have signed the RJC Service and Licence Agreement for use of the Licensed Materials (RJC logos) are permitted to use the RJC logo. The Brand & Logo Usage Guidelines for RJC Approved Certification Bodies outlines the correct usage of the RJC logo for auditors, available on the [RJC Auditor Portal](#).

## 4. CLAIMS RELATED TO THE RJC STANDARDS

All RJC members who make claims covered by the scope of the RJC standards (as outlined in section 4.1 and 4.2) will have their claims and associated management systems audited as part of their RJC audit by an independent third-party auditor from an approved Certification Body.

### 4.1 CODE OF PRACTICES STANDARD AND LABORATORY GROWN MATERIAL STANDARD

The COP and LGMS define the requirements for ethical, social, human rights and environmental practices, and certification against them is mandatory for all RJC commercial members who handle the relevant scope materials. The COP covers members handling gold, silver, PGM, diamonds and coloured gemstones (currently emeralds, rubies, sapphires). The LGMS covers lab-grown materials (currently lab-grown emeralds, rubies, sapphires).

Certification can help reduce risks and vulnerabilities in a company's supply chain and improve management systems and operating procedures to strengthen the business and its practices. Certification to the COP and LGMS provides a strong system for assuring stakeholders, shareholders, customers and business partners that a company conducts its business responsibly; this can add value to a company's products and help protect and enhance its image.

The claims requirements of the COP (provision 14) and LGMS (provision 12) have been designed to enable RJC members to define their own claims, while ensuring that any such claims are transparent, well reported and underpinned by effective management systems. The standards cover claims related to:

- RJC membership.
- RJC certification.
- Provenance claims about scope materials, or products containing scope materials.
- Product claims or marketing claims.
- Sustainability claims about members or their products, services and/or business practices in relation to the scope of the RJC standards.
- Logo usage.

Members making any of the above related claims need to establish management systems to ensure the claims are truthful and can be verified with objective evidence. Members are also required to have adequate training of relevant employees, transparency and open sharing of information to those who ask, and to take corrective actions if a claim is no longer valid or is found to be misleading, untruthful or not verifiable. Provenance claims made by members are published on the RJC website on the relevant member profile page, unless requested otherwise by the member.

The COP and LGMS guidance documents provide support for members in implementing the provisions of the relevant standard, including COP 14 /LGMS 12 Claims. The guidance gives practical advice on how members can implement the different requirements, including examples of acceptable and unacceptable claims.

- Please see the [COP standard](#) and the [COP guidance](#) for further information.
- Please see the [LGMS](#) and the [LGMS guidance](#) for further information

## 4.2 CHAIN OF CUSTODY STANDARD

The COC standard defines an approach for companies to handle and trade gold, silver and platinum group metals in a way that is responsibly sourced and fully traceable. COC certification is voluntary and complements certification against the RJC's COP, which is mandatory for all RJC members. COC certification has been designed to provide a strong system for companies in the precious metal supply chain seeking a point of differentiation for their customers, consumers and other stakeholders. This can add value to jewellery and watch products and help protect and enhance brands and company image.

It is important that any claims or representations about COC material are both accurate and consistent with the assurance provided by the RJC COC standard and with the information in the product's COC transfer document.



The COC standard is a process certification standard rather than a product certification standard and therefore does not allow members to make claims by using marks or statements on any product, packaging or accompanying information seen by the consumer, which might be interpreted as implying product conformity. Any claims made around the COC must focus on how a product has been made under a COC certified process or about how it contains COC material and must not imply that the product itself is COC certified.

The COC guidance provides support for members in implementing the provisions of the COC standard, including claims related to COC 10 Product Claims and Intellectual Property. It includes information around making claims related to COC material, jewellery containing COC material or components, claims about eligible COC recycled material, and use of the RJC COC logo. The guidance also includes examples of acceptable and unacceptable claims.

Please see the [COC standard](#) and the [COC guidance](#) for further information.

## 5. MONITORING USE OF CLAIMS

Members' use of claims is monitored through the RJC's assurance processes and through auditing members against the RJC standards (COP, COC and LGMS) at the first certification, surveillance and re-certification audits. Audits are conducted by approved independent third-party certification bodies and auditors.

Where nonconformities are identified, they shall be graded according to Table 8: Conformity Grading of the Certification Process Requirement (CPR).

In the case of any nonconformity (minor, major or critical), the certification body shall require the member to submit a documented corrective action plan in line with requirements established in CPR 16, by the timeframes as established in CPR 16.7-8 for corrective action plans and evidence submission, as applicable. The corrective action plans and evidence shall then be reviewed in line with the procedure and timelines established in CPR 16.11. Auditors review progress against any identified nonconformities at the following audit, escalating findings in line with the CPR, as applicable.

Assurance Services International (ASI) monitor auditors' adherence to the auditing of claims through witness assessments, as well as the Certification Bodies' correct use of the RJC logo through head office assessments.

RJC has a Complaints Mechanism in place for any stakeholders who wish to report any issues or concerns, including in relation to the use of the RJC logo, claims associated with the RJC or RJC membership. Complaints raised through the complaints mechanism are followed up with and investigated as necessary, in line with [The RJC Complaints Mechanism](#) available on the RJC website.

## 6. MISUSE OF RJC MEMBERSHIP/ CERTIFICATION CLAIMS AND RJC LOGO

### RJC MEMBERS

Members who fail to address any identified misuse of the RJC logo (including certificate or certification claims made outside the audit process) within the deadline set by RJC will be subject to RJC disciplinary proceedings and actions, including suspension of their RJC membership..

For further information about misuse of RJC logos and claims by RJC members as well as the relevant disciplinary procedures, please see the [Member Certification Handbook](#) and the [RJC Articles of Association](#).

### NON- RJC MEMBERS

Whilst RJC appreciates that non-member companies may wish to align themselves with the RJC, to officially do that, RJC ask that they become members first. In the meantime, RJC ask that they remove any reference to RJC association including the RJC logo or written materials claiming RJC membership and/or certification etc. After they have officially become a member, RJC will be happy to fully support and provide all PR and marketing tools for their organisation. Failure to acknowledge and resolve these issues will result in legal action against those making such claims.

## 7. COPYRIGHT, INTELLECTUAL PROPERTY & TRADEMARKS

All Members of the RJC have committed to comply with the Rules adopted by the Council for the use of its intellectual property, as a condition of membership. The Trade Marks which appear on the RJC Website are owned by The Council for Responsible Jewellery Practices Ltd (RJC). Use of the Trade Marks without the RJC's consent will infringe the RJC's intellectual property rights. Nothing should be interpreted as granting any rights to use or distribute any names, logos, or Trade Marks except with the express written consent of the RJC.

The names "Responsible Jewellery Council", "Responsible Jewelry Council", and the "Council for Responsible Jewellery Practices", and the Responsible Jewellery Council device (RJC logo) are trademarks of the RJC. The Council has adopted these Rules to protect the integrity of its intellectual property, and authorise legitimate use.

Anyone is free to make truthful and accurate textual references to the RJC and its standards and assurance systems provided such references are not likely to cause error or confusion, or imply an inaccurate association between the Council and the organisation making the references.

No party may use the RJC logo, or any of the designs incorporating the RJC logo, in a manner that is likely to cause error or confusion about the intended purpose of the logo or design, or imply an inaccurate relationship between the party and the RJC. For further guidance on use of the logo, members should look at the RJC brand usage guidelines on the member portal.

The written materials developed by the Council for the implementation of its certification systems may be reproduced and distributed, but may not be altered in any way that affects the integrity, purpose or accuracy of the materials. The materials may only be altered by Members for their own use, such as developing internal company management guidelines

Copying, adaptation, transmission or reproduction of the RJC materials, the website or any of the Information contained therein is prohibited except to the extent permitted by United Kingdom law.

Members of the Council are not authorised to allow any other party, including business partners, to use the RJC logo or designs incorporating the RJC logo. For greater certainty, entities that are part of a corporate group which includes a Member of the Council may not use the RJC name and logo in any way that conveys a false impression that such entities are themselves Members of the RJC.



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**THE COUNCIL FOR RESPONSIBLE JEWELLERY PRACTICES LTD.**

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