



# CUSTOMERS' FRIEND DECLARATION

***In accordance with the conditions  
of the ICERTIAS - Customers' Friend programme,  
all premium companies that join the ICERTIAS - Customers' friend  
club support the Declaration,  
vouch to conduct their business operations as prescribed,  
and have the right to bear the prestigious gold  
"Customers' Friend – Superior / Dedicated to Excellence" and / or  
"Customers' Friend - Because It's You We Care About" medal***

*Last revision, 02 January 2023, Zurich, Switzerland*

**Introductory text:**

Today the consumer (customer/client) is the most important asset of every leading business organisation.

The ICERTIAS Customers' Friend mission is to promote and encourage the cultivation of a higher quality relationship between product and service providers and their clients and customers - all with the aim of providing consumers with the highest quality service and support.

ICERTIAS Customers' Friend experts are continuously searching for the best organisations, companies, products and services worldwide. Subject to detailed verification and user evaluation, it is then decided which companies, products and services qualify to join our esteemed ICERTIAS Customers' Friend programme and carry the gold Customers' Friend medal.

ICERTIAS' aspiration is to award Customers' Friend medals to companies that invariably offer customer experiences of the utmost calibre.

Only companies worthy of the consumer's attention and money are included in the ICERTIAS Customers' Friend programme.

Premium, verified companies and organisations that opt to join the ICERTIAS - Customers' Friend certification programme (ICERTIAS - Customers' Friend certification programme members) confirm that in their business conduct they comply with the following points in the ICERTIAS Customers' Friend Declaration:

1. Our goal is to ensure that our clients and customers are fully satisfied with the use and consumption of our products as well as our services. The satisfaction of our clients and customers is our first priority.
2. We strive to have the best quality relationship with our clients and customers, aspiring to build maximum mutual trust.
3. With the utmost professionalism, the quality of our relationship with clients is also founded on expertise, knowledge, kindness, sincerity, transparency, mutual respect, empathy, patience, and a positive approach towards each customer and client.
4. We are aware that it takes years of hard work to build up mutual trust, while all it can take is a single day to destroy it. For this reason, we build quality relationships with our clients day-to-day, relentlessly endeavouring to satisfy our clients and customers in every aspect of our business. We understand that it is precisely insisting on the tiny details, consistently, day after day, that is the key element that differentiates premium service and an outstanding client and customer relationship from those that are average.
5. We support the United Nations Declaration of Human Rights as well as the United Nations International Covenant on Economic, Social and Cultural Rights, except for points that are possibly in violation of the laws of the countries in which we operate.
6. In our business conduct, we do everything we can to comply with the laws of the country where we operate, especially consumer rights regulations and employee rights regulations.
7. For us, every customer is our most important customer - regardless of sex, sexual orientation, race, nationality or religion.

8. In our business, we try to make our products and services contribute positively to the quality of life and quality of our customers' health.
9. We are aware that high customer satisfaction can only be achieved through excellent working conditions for employees and we therefore make every effort to ensure employees have first-class working conditions.
10. We do not employ people under the age of 15.
11. We are environmentally aware and make sure our business dealings have the smallest possible negative affect on the natural environment we operate in.
12. We have zero tolerance for every type of corruption and crime.
13. Whenever possible, we try to resolve our disputes by agreement or by other peaceful means, and only when this is not possible, we address the competent courts.

***Office of the ICERTIAS - Customers' Friend Certification body  
ICERTIAS - International Certification Association GmbH Zurich,  
Switzerland***