

# UK Vaping Industry Association

## Code of Conduct

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Full Members of the UKVIA agree to the following principles:

1. To be an advocate of the public health opportunity that vaping presents as a less harmful alternative to smoking.
2. To never sell vaping products to anyone under 18 years old and apply a 'Challenge 25' policy in all retail environments.
3. To ensure all retail staff are fully age aware trained.
4. To ensure robust processes are in place and adherence to the UKVIA Minimum Standard for online sales to prevent sales to anyone under 18 years old.
5. That products, product descriptions and advertising must not be directed at people under 18 years old or designed specifically to appeal to people under 18 years old.
6. That vaping products should only be marketed towards smokers, vapers and consumers of other nicotine products.
7. To comply with all legislative and regulatory requirements for the vaping industry.
8. To adhere to fully compliant levels of product quality, manufacturing and safety standards in the industry and strive to improve best practice across the industry.
9. To represent a responsible and professional image for the vaping industry so that regulators, government, public health authorities and consumers have confidence in vaping products.
10. To work with regulatory bodies to stamp out counterfeit and dangerous products and report bad industry practice to the relevant authorities including to the MHRA Yellow Card system where relevant.