



Association Independent Introduction Agencies

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The aims of the Association are detailed within the Code of Practice, with the main aims to promote high standards within the profession and to raise awareness of Independent Introduction Agencies and their services.. Membership of the Association indicates to clients that the agency supports the Code of Practice and that it is the intention of the agency to provide a high quality service.

CODE OF PRACTICE

- To offer guidance to the members in order to facilitate the success of Independent Introduction Agencies and their services.
- To monitor and improve the description of services offered to clients to enable them to engage the right agency.
- To provide clear and concise service details of what a member can expect.
- To collect information about individual Independent Introduction Agencies and to make this information available to the membership and other interested parties via the website.
- To promote high standards within the dating industry.
- To raise awareness of Independent UK Introduction Agencies.
- Members of the Association to display the Association logo on their literature to inform clients they adhere to the Code of Practice.
- Agencies advertisements must be honest, legal and not misleading in any way.

CODE OF PRACTICE

- Before any prospective client engages or enters in to any form of contract they shall be given clear and concise details of the the type of service offered and the fees that will be charged.
- It is expected that all AIIA agency members will display their fee structures on their website, or at very least an indication of costs, and all literature sent out to potential clients.
- The objective of the service must be made clear to the client from the onset. Explaining the methods used by the service to find suitable partners. Whether a data-base service, or a personal bespoke search and selection service -pro active searching.
- If advertised as a bespoke service, the agency must place searches for the client, and not just search a data-base, whether their own or another agency through networking.
- All fees, including any additional charges which may be incurred, must be clearly outlined either by the agency website, terms and conditions or by personal correspondence to the client/member.
- A Terms and Conditions must be given to every client engaging the agency, so the client fully understands what he or she can expect. Providing the agency has done this, even if the member has not signed it, they must be made aware of your terms. Agencies will offer clients an extension of membership (where membership is part of the service) if they are unable to provide the level of service which had been agreed initially.
- In the event of a search service not producing the *minimum introductions* for the fee schedule offered to the client, the agency must continue searches at the *agency's expense* until at least the minimum of introductions have been provided.
- Agencies must have a listed telephone number which clients, potential or otherwise, can call to speak with the agency. 0800 and 0845 numbers are permitted - but NOT premium rate numbers, a personal home number or JUST mobile number.
- Agencies must state clearly to a potential client whether they use an office to meet clients, meet clients at their home, or at a venue chosen for client consultations. The AIIA advises against all females making lone visits to any potential male member/client alone - this person is still unknown, and safety is paramount.
- BOX NUMBERS are NOT permitted OR virtual office addresses - A real address must exist for the client to address the agency.
- Personal information disclosed by clients shall be treated in the strictest confidence and shall not be divulged to any person or organization outside the agency. Information obtained must not be sold, lent, hired to any third party. With the exception, of an agency belonging to AIIA who ceases service and clients membership are transferred to another AIIA agency to fulfill membership obligations. OR to network between AIIA members to obtain introductions for their clients.
- Agencies advertisements must be honest, legal and not misleading. If an agency searches, they must at all times make it clear to those responding, they are an agency, or if they contact people, they too must know it is an agency from the outset.
- Members of the AIIA must take effective action if a complaint is received. Any complaints received by the AIIA, including non-compliance with this code of practice will be recorded, and the agency may have their membership terminated.
- The AIIA provides a genuine forum for the public to feel confident in using UK Introduction Agencies.



Unhappy with the Service you have Received?

1.If you are unhappy with any aspect of your membership/service with a member agency, please address your complaint in writing to the agency (e-mail is acceptable)and allow them the opportunity to rectify the situation.

2. It is expected that member agencies will attempt to resolve any issues in the first instance, however, if you cannot gain a fair and satisfactory response from the agency concerned please send a detailed letter outlining your complaint and copies of all correspondence both sent and received to the **AIIA**, so that the matter may be taken up on your behalf. No complaints will be dealt with unless the agency concerned has been contacted in the manner described in paragraph 1. and they have been given the opportunity to resolve the situation.

3. Any justified complaints received about a member agency will be raised with the agency concerned. It is hoped that any justified complaints raised in this way will be resolved by the agency at this point. If the agency is found to be offering a sub-standard service, either from that expected from member agencies or from the service detailed in the agencies literature/ brochure/advertisements, or a number of justified complaints have been received by the **AIIA**, then membership of the **AIIA** will be terminated with the complete forfeiture of any fees paid to the **AIIA**.

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