

MEMORIAL SOCIETY OF BRITISH COLUMBIA

Code of Ethical Conduct: Principles and Values

1. THE MULTI-PROVIDER MODEL

The Society contracts with designated funeral providers to supply services to members at a preferential member price. Designated funeral providers are required to adhere to the Society's Code of Ethical Conduct (the "Code"); failure to do so may result in termination of the Funeral Provider's Agreement with the Society.

2. STRUCTURE AND INTERPRETATION OF THE CODE

STRUCTURE

The Code is divided into eleven subject headings. Each heading contains a principle or value. The first two headings (A. and B.) relate to the adherence by the funeral provider to national and provincial regulations and the Code of Ethics set out by the funeral directors' professional association; the nine subject headings (C. to K.) that follow are principles or values:

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| A. Compliance with Federal and Provincial Regulations | G. Competence |
| B. Compliance with the Code of Ethics of Professional Associations | H. Responsibility |
| C. Trustworthiness | I. Financial Integrity |
| D. Good Faith | J. Ethical Relationships with Colleagues |
| E. Dignity | K. Ethical Relationships with the Memorial Society of BC |
| F. Integrity | |

The headings and substance in the Code are overlapping; however, this duplication is desirable as it provides clarity and emphasis to the values.

INTERPRETATION

It should be clearly understood that the Code is *not* intended to cover every possible situation or to describe all types of improper conduct. The general principles and values in the Code provide an ethical framework against which to measure conduct in particular circumstances.

It should also be clearly understood that the Code is intended to be a living document that will continue to develop and further articulate appropriate standards of conduct in various situations as the Society encounters and addresses new and unforeseen situations.

The primary concern of the Society is to promote dignity and simplicity in funeral rites. The Code should be read in this context.

3. THE CODE OF ETHICAL CONDUCT

A. COMPLIANCE WITH FEDERAL AND PROVINCIAL REGULATIONS

Funeral providers are required to adhere to applicable federal and provincial legislation and regulations including the Code of Performance of the Business Practices and Consumer Protection Authority of British Columbia ("BPCPA"). Failure to do so may result in termination of the Funeral Provider's Agreement with the Society.

B. COMPLIANCE WITH THE CODE OF ETHICS OF PROFESSIONAL ASSOCIATIONS

Funeral providers are expected to be members of the appropriate professional association and are required to abide by the Codes of Ethics and Professional Conduct of the relevant professional association. Failure to do so may result in termination of the Funeral Provider's Agreement with the Society.

C. TRUSTWORTHINESS

The foundation of the interactions between a funeral provider and a client is trust. Trust is developed through rigorous standards of personal integrity and professional competence. Trustworthiness is a fundamental element of each rule of the Code.

D. GOOD FAITH

The funeral service profession is based upon relationships consistent with integrity, honesty, and good faith. Acting in good faith is fundamental to the provision of services to the bereaved.

E. DIGNITY

Every client family should be treated with respect and dignity. Each family should feel valued and that their personal choices with regard to the rituals and/or rites and products they choose for their loved one are honoured. The traditions and practices following a death are personal and deeply rooted in the culture of the individual and the family. All family choices with respect to the disposition of the body of a member who has died and rites that may follow – be they traditional and non-traditional, lavish or budget-conscious – must be treated with dignity.

F. INTEGRITY

Funeral Providers must always put the needs of the client family before the needs of the business. Funeral professionals provide services that affect the emotional well being of individuals who are bereaved. Funeral providers must act with integrity to ensure that the services provided are competent, delivered respectfully, and delivered according to the wishes of the client family. By so doing, the service provider gives the client family the opportunity to grieve, to honour the life of the deceased, and to move forward in the recovery process. Services that are incompetent, or which manipulate the client family into purchasing services and products they do not really want, may compound the trauma of the death, and may impede the recovery process.

G. COMPETENCE

Bereaved people rely upon the knowledge and advice of the funeral provider at a very vulnerable time in their lives. The public has the right to expect a high level of competence, and caring from Funeral Providers. Less than competent conduct can result in extreme distress for client families.

H. RESPONSIBILITY

Funeral service professionals provide services upon which the well being of people depends. Therefore, it is incumbent upon service providers to take their duty of care to the public seriously.

I. FINANCIAL INTEGRITY

Clients entrust money and other financial instruments to funeral providers. It is essential that the funeral provider demonstrate financial integrity and accountability in these matters.

J. ETHICAL RELATIONSHIPS WITH COLLEAGUES

It is of great importance that the funeral services profession, as a whole, maintains a reputation for integrity and honesty.

K. ETHICAL RELATIONSHIPS WITH THE MEMORIAL SOCIETY OF BC

It is of great importance that the Society maintains a reputation for integrity and honesty. It is also important to the Society to have co-operative and honest, working relationships with Designated Funeral Providers.