

# The Funeral Director Code

## Guiding Principles

1. Act in the best interests of each client, prospective client and customer.
2. Provide the best possible level of care to bereaved people, specific to each client and family.
3. Respect and maintain the dignity of deceased people, at all times.
4. Act transparently, with honesty and integrity.
5. Provide clients with full and fair information about services, products and associated prices.
6. Behave in a way that promotes and maintains public trust.
7. Comply with all legal and regulatory obligations and deal with regulators in an open, timely and cooperative manner.
8. Run your business effectively and in accordance with proper governance and sound risk management principles.
9. Encourage equality of opportunity and respect for diversity.
10. Encourage a culture that values and welcomes both negative and positive feedback, as a way of putting things right and continuously improving service.

As a member of the NAFD, this funeral firm is required to meet the standards set out in The Funeral Director Code.



Scan for more information about The Funeral Director Code.