

# CODE OF PRACTICE FOR INTRODUCTION AGENCIES

A Code drawn up by the Association of British Introduction Agencies  
Foreword by Council of ABIA.

In October 1981 the Association of British Introduction Agencies was created, at the instigation of the Office of Fair Trading, in response to genuine concern about the conduct of dating agencies at the time. The ABIA is a non-profit making independent association.

The ABIA is now recognised as the authoritative voice of the introduction, dating and matchmaking industry. Members aim to provide a reputable and ethical service. In the absence, so far, of any further official legislation, we strive to create a greater public and media awareness of our services, to raise standards across all of the industry, and enhance the image of our industry. We also provide a consultancy service for start-up offline dating agencies that allows the ABIA to pass on the know-how and expertise of many years experience within the industry.

Whilst it would be quite wrong to infer that all non-member agencies are questionable, it is a sad fact that many are – not so much through lack of integrity but through a lack of experience, resources and commercial acumen. The industry is plagued by the growth of short lived agencies – matchmakers whose founders expect rich returns from poorly researched and funded businesses, with many lasting no longer than a few short months.

The ABIA is not an Alternative Dispute Resolution (ADR) Entity within the meaning of Regulation 10 of the Alternative Dispute Resolution for Consumer Disputes (Competent Authorities and Information) Regulations 2015 and is therefore unable to intervene in disputes between Member Agencies and their clients. However, those Regulations give the right to clients in deadlocked disputes to ask service providers to submit to mediation; service providers do not, however, have to comply with the request, but must nevertheless provide details of an ADR entity which is equipped to deal with the dispute.

This is an area where consumers have the strongest need for adequate and clear information about the services being offered before any commitment is entered into. The code provisions addressing these are invaluable.

Consumers need to have confidence that the Code of Practice will deliver what it promises, and the independent mechanism set up to enforce this code is able to do so.

Association of British Introduction Agencies  
1<sup>st</sup> Floor, 7 Bell Yard, Strand, London, WC2A 2JR  
Tel: 0203 633 9755

## Aims of the Association

The aims of the association are:

1. To monitor, regulate and improve the standards of services offered by members to the public.
2. To act as an intermediary between the industry and the public, in relation to the media and various other bodies who may come to us with queries.
3. To represent the industry in dealings with Government if necessary.
4. To collect and evaluate information concerning British offline dating agencies, whether members or otherwise.

This Code of Practice is designed to further these aims and will be updated as occasion demands.

The principles set out here are not intended to interpret, qualify or supplant the law of the land. They apply only to transactions with consumers.

It is compulsory on all members to accept the Code in its entirety when they join.

### 1. Standards of Practice

This Code of Practice has been accepted by all members, and by renewing membership all members confirm they will follow and uphold these standards.

#### 1.1.

##### (a) Pre contract Information

Before any binding commitment is entered into with a prospective client, a member agency should advise the prospective client (or advertise the fact) that it is a member of the ABIA, and also draw attention to the Code of Practice. It must also provide pre-contract information (i.e. costs etc.) as specified in Schedule 1 or Schedule 2 (whichever is applicable) of the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013.

## (b) AGENCY TYPE

(i) **Introduction, Dating & Matchmaking Agencies:** These members must make it clear that their primary objective is to facilitate introductions. It must be clearly stated in pre-contract information:

- a. Whether or not an interview is to be conducted with clients
- b. Whether or not all clients are interviewed
- c. The method of interview – face to face, phone, virtual, email or any other method

(ii) **Search Agencies:** These members must make it clear that their primary objective is to profile the requirements their client has and, to the best of their ability, carry out a personalised search for an individual matching the specified criteria. It must be clearly stated what steps the member will take in order to conduct this search (advertising etc.) and whether or not an interview is conducted with all of the individuals who are discovered through the search process.

(iii) **Marriage Bureaux:** At the outset, members who provide a marriage bureau service must make it clear that their primary objective is to help clients find marriage partners. It must be clearly stated whether or not an interview is to be conducted with the client and whether or not all clients of the agency are interviewed.

(iv) **Events and Clubs:** These members must make it clear that their primary objective is to arrange and host social events. It must be clearly stated whether or not an interview is to be conducted with all of the invitees.

## (c) CRITERIA USED FOR MATCHING

The criteria used for matching clients must be fully explained. Clients must be told whether stated preferences will be fully adhered to or whether they will be treated as general indicators only.

## (d) STANDARD OF SERVICE.

(i) Members offering the service of marriage bureaux, introduction, matchmaking, dating coaches and dating agencies shall include in the client care information given to their clients, a realistic indication of the number of introductions they are likely to be offered during their period of membership, given their particular circumstances and stated preferences, and clarify what is classed as an introduction, a match, a recommendation, a proposal, a date, a suggested match or a confirmed match i.e. provision of a profile to consider, an exchange of contact information or an actual meeting.

(ii) Members offering a search agency service shall give to their clients a realistic indication of the amount of time and the steps that will be taken on behalf of the

client to fulfil the client's objective including information as to the frequency and amount of advertising which the member will undertake on the client's behalf and shall state the geographical area within which the search will be undertaken.

(iii) Members offering an events agency service shall give to their clients an indication of the number of events that they are likely to host during their period of membership, the number of potential invitees and locations of those events.

## 1.2 FEES CHARGED

All fees charged should be clearly stated, in the pre-contract information before contract, including any additional charges, which might be made for interviews, further introductions, etc., or upon marriage. Any member offering a varied pricing must ensure that any such varied pricing structure is compliant with the Equality Act 2010. All fees quoted by members must be quoted inclusive of VAT at the prevailing rate if VAT registered.

## 1.3 REFUNDS

All members shall offer and maintain a fair refund policy in line with EU legislation.

## OTHER STANDARDS

All Members must have an address for the exclusive use of the member agency which clients and other interested members of the public can easily identify for communication purposes. Each member must have a listed telephone number which the public can, during normal working hours, use to speak to someone in authority within that member agency, and this telephone number, and registered company number and address, should be clearly displayed on the member agency's website, by law. For the purposes of agencies operating through franchisees this requirement is applicable only to the franchisor and not individual franchisees.

1.4 The member must show to the satisfaction of the Council of the A.B.I.A. that the member agency has a client base that is reasonably balanced in terms of age and gender to enable them to realistically offer clients an adequate selection of introductions.

1.5 All information obtained from clients shall be treated in the strictest of confidence and all legal provisions governing the protection of data will be followed. It is incumbent upon all members to give guidance (and advice) to their clients regarding standards and codes of behaviour. The lists of names and addresses of clients must remain the property of the member agency and must not be sold (other than in the course of a business merger or sale), lent, hired, or used for any purpose other than as part of their introduction service. Members shall ensure that clients are removed from their lists of members immediately, if they so request. In the case of headhunting between agencies, the client must be told in advance, allowing them to accept or decline such methods of headhunting.

1.6 All information supplied by the client to the member shall not be divulged, without the prior consent of the client, to any other person or party except those of the member's clients who have agreed beforehand to have their details given to other Members (see 1.5 above).

1.7 In the unlikely event of a member ceasing to trade, the member will either:

1.7.1 offer to its clients a proportionate refund in respect of unexpired period of membership;

1.7.2 with the consent of its clients' transfer the client to another agency within the association that is willing to help and that can offer a comparable service;

1.8 All members shall prominently indicate in their literature and website that they are a member of the ABIA and all members' websites must contain a link to the main ABIA website.

1.9 Member agencies must comply with all current legislation, paying particular attention to the areas of Data Protection, Consumer Rights, The Alternative Dispute Resolution, and GDPR.

1.10 All members will explain to their clients the exact level of service which will be provided to them, and ensure that their clients' reasonable expectations relating to this level, are managed appropriately. Members will be able to demonstrate that they have attempted to comply with this requirement by ensuring that proper client care information is provided at the outset.

1.11 All members will ensure that they and all of their staff are aware of the requirements of the ABIA Code of Practice and consumer legislation as applicable.

## 2. Advertising

2.1 No member shall use advertisements that are inaccurate, ambiguous, exaggerated or liable to be misconstrued. All advertising by members must comply with the codes and standards set by the Advertising Standards, and with the requirements of any legislation currently in force.

2.2 Advertisements must not contain the words 'guarantee' or 'guaranteed' unless the full terms of such undertakings as well as the remedial action open to a client are either clearly set out in the advertisement or are available to the client in writing before any monies are paid.

2.3 The price quoted shall be the price at which the client can participate fully in a member's services. Members must therefore quote the relevant price for their service, plus any additional charge that may reasonably arise (including VAT). If the quoted price excludes any part of the service, such exclusions must be clearly specified.

2.4 Members must not engage in high-pressure selling.

## 3. Handling Complaints about service

3.1 Members must ensure that effective and immediate action is taken to achieve just settlement of a complaint. To this end there will be an easily identifiable and accessible arrangement for the reception and handling of complaints from clients. All members will maintain a complaints procedure and a record of complaints. As a bare minimum all members will acknowledge receipt of complaints within 7 working days and will investigate and report back to clients within 21 working days of receipt of any complaint. In the event that a complaint cannot be resolved between the member and the client, please refer to the Alternative Dispute Resolution services (<https://www.gov.uk/government/publications/alternative-dispute-resolution-for-consumers>)

3.2 When complaints are raised through a third party (e.g. Trading Standards Officer or a Citizens Advice Bureau), willing guidance must be given to that body and every attempt should be made to re-establish direct communication with the complainant to reach a satisfactory settlement with them.

## 4. Compliance with Code of Practice

4.1 Any complaint in relation to compliance with this Code of Practice will be investigated and dealt with in-house in accordance with the disciplinary rules set out below.

4.2 This Code of Practice is binding on all members of ABIA and membership is subject at all times to members adhering to this Code of Practice.

4.3 Regular random checks are made by Officers of the association on members to ensure that members comply with this Code and that literature given to the public conforms to the Code and does not use language or claims, which might well lead to unrealistic expectations on behalf of the prospective clients.

4.4 In the event that any member breaches this Code of Conduct having received a formal complaint, the Council will then deal with such a complaint in-house at the next council meeting. At all times the Council will exercise their power in relation to the imposition of sanctions in such a way that any sanction imposed is proportionate to the established breach of this Code of Practice.

## 5. Monitoring

All members of the ABIA as members of the organisation consent and will cooperate to taking part in such monitoring exercises as shall be prescribed by the ABIA from time to time.

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