

Discretion at CANTURI

Do & Don'ts Guide

Discretion is elegance in action. It protects our customers, strengthens our team, and preserves the integrity of the Canturi experience.

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Discretion is not silence.
It's knowing what to say, when to say it, and to whom.
It is central to how we earn trust and preserve the
elegance of the Canturi experience.

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DO

With Customers

• Protect customer privacy	Never refer to a customer's name, purchases, or preferences in public or shared spaces.
• Double-check communications	Confirm the intended recipient before sending emails, texts, receipts, etc. Surprises and privacy are sacred.
• Speak confidentially	Move away from public areas for discussions about repairs, pricing, or special orders.
• Handle records discreetly	Keep customer documents, screens, and notes out of sight at all times.
• Use elegant phrasing	Deflect inappropriate questions tactfully. E.g. "That's something we manage privately for each client."
• Maintain soft tone	Speak softly when discussing sensitive details.
• Stay composed with VIPs	Offer calm, neutral service without reaction.
• Count cash privately	Handle and count cash discreetly away from public view (ask Management for coaching).
• Phone calls with customers	When a colleague is on the phone with a customer, always be mindful of your discussions including tone, volume and content of your conversation that can be heard by the customer.

DO

With *Each Other*

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| • Reflect the brand | Treat all interactions as brand-representative, always professional. |
| • Keep it professional | Save venting, stories, or joking for private spaces. |
| • Use private settings | Discuss performance, salaries, or feedback only in one-on-one manager meetings. |
| • Protect teammates | Raise concerns constructively and confidentially, never in public. |
| • Be mindful in writing | Team chats/emails should always be professional. |
| • Be inclusive | Avoid cliques; kindness and openness reflect Canturi. |
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DO

On *Social Media*

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| • Treat all matters as confidential | Unless formally approved, do not share any Canturi-related content. |
| • Protect the boutique's privacy | Never post content from within the boutique, studio, or workshop unless created and approved by Marketing. |
| • Direct inquiries appropriately | Forward influencer/media requests to Management. |
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DON'Ts

With *Customers*

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| • Name-drop | Never share names, purchase history, or preferences. |
| • Mix contact details | Confirm recipient before sending any sensitive communications. |
| • Be loud | Don't discuss private matters publicly. |
| • Comment on customer lifestyle | Stay neutral, never assume or react. |
| • Gossip | Avoid all gossip about customers in any context. |
| • Post without approval | Never take or post customer photos. |
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DON'Ts

With *Each Other*

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| • Discuss sensitive info openly | Commissions, HR matters, targets should be kept private with Management. |
| • Speculate about others | Speak only from facts when necessary. |
| • Share private customer info | Only when relevant and with full discretion. |
| • Air frustrations publicly | Resolve concerns through respectful, private channels. |
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DON'Ts

On *Social Media*

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| • Post workplace content | Never share photos of work space, store interiors, products or packaging. |
| • Share internal processes | No screenshots or behind-the-scenes without approval. |
| • Voice brand-related opinions | Personal posts on luxury/clients/industry can be misread as brand views. |
| • Share internal messages | Never screenshot or repost internal communication. |
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A Final Reminder

If you are ever unsure, ask yourself:

“Would I feel comfortable if this was about me?”

“Would I speak this way if the customer, Stefano, or Patricia were beside me?”

Customer Case Reflection

“I was planning this purchase for Christine in secret as a surprise for our 10th wedding anniversary, having originally purchased her engagement and wedding ring at Canturi.

To get 6 months down the path and then have her be informed by you at the final payment stage is staggeringly difficult for me to accept.

Canturi’s only alternative currency should be discretion, and this has been a total failure, I did not need the invoice you sent, and the fact that the email was sent to her address can't be blamed on the system.”

— Andrew, long-standing customer

Lesson: Surprises are sacred. Always double-check who you're communicating with. Discretion is not optional, it is our signature.

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