

Professional Matchmakers'
Code of Conduct



Revisions

The IMCB will review and update this Code of Conduct biennially to ensure it reflects the latest ethical standards, legal regulations, and industry best practices.

DATE	DESCRIPTION	SECTION
12-09-24	Version 1	

Introduction

The International Matchmaking Compliance Board (IMCB) upholds the highest ethical standards within the matchmaking industry. This Code of Conduct is a guiding framework for professional matchmakers to foster trust, ensure transparency, and maintain accountability in their practices.

Managed exclusively by the IMCB, this Code establishes clear expectations for professional behavior, data security, client relationships, and industry collaboration. Compliance with this Code reflects a commitment to excellence and the goal of elevating the matchmaking profession worldwide.

All matchmakers who subscribe to this Code agree to abide by its principles and uphold the values of integrity, respect, and professionalism as stewards of the matchmaking industry.

1. Professional Integrity

- **Honesty and Transparency:** Always communicate truthfully with clients and colleagues. Misrepresentation of services, qualifications, or outcomes is strictly prohibited.
- **Confidentiality:** Respect and protect clients' privacy and personal information. Confidentiality agreements must be honored at all times.
- **Truthful Claims:** Do not make false claims about success rates or create fake positive reviews to mislead potential clients. All testimonials and success stories must be genuine and verifiable.
- **No High-Pressure Selling:** Avoid engaging in high-pressure sales tactics. Ensure all sales interactions are ethical and respectful.

2. Client-Centered Approach

- **Respect and Empathy:** Treat all clients with empathy, understanding, and respect. Acknowledge their needs and preferences and strive to provide a supportive and positive experience.
- **Informed Consent:** Ensure that clients fully understand the matchmaking process, including the potential outcomes, limitations, and any associated costs, before they commit to the service.
- **Commitment to Clients:** Always act in the client's best interest. Maintain regular communication to keep clients updated on their progress. Only take on clients who meet the service requirements and for whom you believe you can offer a complete and excellent service.
- **Complaint Response Policy:** Establish a policy to address consumer complaints and concerns. Cooperate with the dispute resolution process.

3. Ethical Business Practices

- **Fair Advertising:** All marketing and promotional materials must be truthful and not misleading. Avoid making unrealistic promises or guarantees about potential matches or outcomes.
- **Transparent Pricing:** Disclose all fees associated with your services. Ensure that clients fully know the costs involved before entering into any agreement.
- **Client Agreement and Refund Policy:** A comprehensive client agreement that outlines the terms and conditions of the service, including a clear refund policy, is essential to ensure that clients understand their rights and the conditions under which refunds may be issued.
- **Excessive Chargebacks and Refunds:** Avoid practices that lead to excessive chargebacks or refunds, such as poor service delivery or making promises you cannot keep. Strive to maintain high service standards to minimize disputes and dissatisfaction.
- **Handling Reviews:** Manage client reviews professionally and ethically. Address negative reviews constructively and avoid engaging in disputes or defensive responses. Excessive bad reviews and poor handling of negative feedback reflect negatively on your professionalism and the reputation of the Matchmaking Industry.
- **No Hidden Fees:** Be transparent with the cost of services and avoid hidden extras. Ensure clear communication about any applicable taxes, such as VAT.
- **Legal Compliance:** Adhere to all applicable laws, regulations, and legal requirements in your jurisdictions.

4. Professional Competence

- **Continuous Learning:** Matchmakers must engage in ongoing education and annual professional review processes to comply with industry standards determined by the IMCB.
- **Accurate Representation:** Represent your qualifications, skills, and experience accurately. Do not claim expertise or credentials that you do not possess.
- **Mandatory Professional Review:** Matchmakers must undergo an annual professional review to ensure continued compliance with industry standards and guidelines. This review is required for ongoing membership in the Worldwide Referral Network and for maintaining Love Pro Mastermind certification. Additionally, members are encouraged to attend conferences and seminars for personal development and continuously seek professional growth and advancement opportunities.

5. Respect for All Individuals and Public Conduct

- **Commitment to Inclusion:** Matchmakers must cultivate an environment of inclusivity, treating all individuals with dignity and respect. Discrimination based on race, ethnicity, gender, sexual orientation, religion, disability, or any other legally protected characteristic

is strictly prohibited. Matchmakers are encouraged to actively promote diversity and ensure that all clients, colleagues, and partners feel valued and respected in their interactions.

- **Professional Conduct in Public Spaces:** Matchmakers are expected to uphold the highest standards of professionalism in all public and private forums. This includes but is not limited to social media, websites, advertisements, and other marketing materials. Public-facing content must reflect the principles of respect, inclusion, and ethical representation outlined in this Code of Conduct. Personal expression is valued; however, matchmakers should avoid content or behaviors that could reasonably be perceived as discriminatory, offensive, divisive, or harmful to the reputation of the matchmaking profession.
- **Consequences of Violations:** Failure to adhere to these standards may result in disciplinary actions determined by the International Matchmaking Compliance Board (IMCB). Disciplinary measures may include formal warnings, suspension, or permanent revocation of IMCB membership. Matchmakers are responsible for ensuring that their conduct aligns with the IMCB's commitment to professionalism, inclusivity, and ethical practices across all platforms.

6. Professional Relationships

- **Collegiality:** Foster positive relationships with fellow matchmakers, colleagues, and other industry professionals. Share knowledge and support each other in achieving professional excellence.
- **Respectful Competition:** Do not badmouth or disparage other practitioners. Maintain a professional demeanor and respect towards all colleagues in the industry.
- **Collaboration Standards:** When collaborating with another matchmaker, follow industry standards. Be upfront about collaboration fees and ensure you pay promptly.
- **Conflict of Interest:** Avoid conflicts of interest and disclose any potential conflicts to clients and colleagues as soon as they arise.

7. Accountability & Enforcement

- **Responsibility:** Take responsibility for your actions and decisions. Acknowledge and correct any mistakes or misjudgments promptly.
- **Feedback and Improvement:** Actively seek and respond to feedback from clients and peers. Use constructive criticism as an opportunity for growth and improvement.
- **Evaluation and Assessment:** Regularly evaluate your services to ensure client satisfaction and continuous improvement.

Matchmakers who violate this Code of Conduct may face disciplinary actions determined by the IMCB. These actions include:

- **Formal warnings** for minor infractions.
- **Suspension of IMCB membership** for repeated violations.
- **Permanent revocation of IMCB recognition** for egregious or unethical behavior. All enforcement actions will follow a formal review process, ensuring fairness and transparency.
- In addition, the IMCB may maintain a confidential watchlist of clients or matchmakers exhibiting harmful behavior. This list is accessible only to verified IMCB members and protects the industry's integrity.

8. Commitment to the Mission

- **Alignment with Values:** Ensure that all professional activities align with the International Matchmaking Compliance Board (IMCB) 's mission and values, fostering inclusivity, professionalism, and ethical practices.
- **Contribution to the Community:** Actively contribute to the matchmaking community by participating in events, discussions, and collaborative opportunities.

9. Ethics and Professional Standards

- **Adherence to Standards:** Matchmakers should strive for the best practice possible, which includes ongoing development and training. They should also follow all relevant industry standards and legislation, including the Data Protection Act 1998 and the General Data Protection Regulation (GDPR), for the storage and use of personal information.
- **Professional Conduct:** Act professionally at all times and do not bring the role of matchmaker into disrepute. Avoid letting personal matters affect professional work.
- **Quality Standards:** Adhere to the highest quality standards in the industry and be dedicated to providing a personal, supportive, and professional service at all times.

10. Compliance with Legal and Regulatory Requirements

- **Licensing and Registration:** Ensure your matchmaking business complies with all applicable licensing and registration requirements in your jurisdictions.
- **Consumer Protection Laws:** Adhere to all consumer protection laws, including those related to fair trading, advertising standards, and the provision of services.
- **Contractual Obligations:** Honor all contractual agreements with clients, partners, and third-party service providers. Ensure that all contracts are transparent, fair, and legally binding.

11. Financial Integrity and Chargebacks

- **Transparent Financial Practices:** Matchmakers must maintain transparent and accurate financial records. All financial transactions must be accurately documented, and clients must be transparently communicated regarding service costs, fees, and payment terms. The use of hidden fees or deceptive pricing structures is strictly forbidden. Any applicable taxes or surcharges, such as VAT, should be disclosed.
- **Ethical Billing Practices:** Matchmakers are required to adhere to ethical billing practices. Overcharging, billing for services not rendered, or financial misconduct is strictly prohibited. Invoices should be clear, detailed, and provided promptly, ensuring clients fully understand the charges.
- **Minimizing Chargebacks:** To minimize chargebacks, matchmakers must ensure transparency in contracts, pricing, and the scope of services. Setting client expectations and delivering services as promised are essential to maintaining trust and reducing disputes that could lead to chargebacks.
- **Handling Chargebacks:** In the event of a chargeback, matchmakers are expected to respond promptly and professionally. All efforts should be made to resolve the dispute directly with the client, maintaining open communication and demonstrating a commitment to addressing concerns. Matchmakers must provide documentation, such as contracts or service agreements, to financial institutions as necessary to support their position.
- **Refund and Cancellation Policies:** Client agreements should clearly outline all refund and cancellation policies. Matchmakers must ensure clients understand their rights regarding refunds, cancellations, and service modifications. These policies should be fair, transparent, and consistently applied. If a refund is warranted, it must be processed promptly.
- **Avoiding Excessive Chargebacks:** A pattern of repeated or excessive chargebacks negatively impacts a matchmaker's professionalism and service quality. Matchmakers with a high incidence of chargebacks may be reviewed by the IMCB, which could lead to disciplinary actions, including warnings, suspension, or termination of membership.

12. Client Relationship Management

- **Client Expectations:** Set realistic expectations with clients regarding the matchmaking process, potential outcomes, and timelines. Avoid making guarantees that you cannot fulfill.
- **Regular Communication:** Maintain regular and transparent communication with clients throughout the matchmaking process. Keep clients informed about progress and any changes that may affect them.
- **Conflict Resolution:** Establish a straightforward process for resolving client conflicts and disputes. Handle complaints professionally and promptly to maintain trust and satisfaction.

12.1 Industry Watchlist

The IMCB may maintain a confidential watchlist of clients who exhibit egregious or harmful behavior, including:

- Abusive or threatening conduct toward matchmakers or other clients.
- Repeated breaches of contract, such as non-payment or fraudulent representation.
- Other behavior deemed harmful to the integrity of the matchmaking industry.

Process for Inclusion on the Watchlist:

- Matchmakers may submit reports to the IMCB with documented evidence of concerning behavior.
- The IMCB will review all reports and allow the client to respond before deciding.
- The watchlist is accessible only to verified IMCB members and is intended solely to protect clients and matchmaking professionals.

Ethical Reporting Clause:

Matchmakers are required to include a clause in their client agreements and internal policies stating that both clients and matchmakers may be reported to the IMCB Watchlist in cases of confirmed unethical behavior.

The Watchlist serves as a confidential resource for monitoring and addressing both parties' ethical concerns. Before any individual or organization is placed on the Watchlist, they will be given the opportunity to respond to the allegations and participate in mediation or resolution efforts facilitated by the governing body.

12.2 Dispute Resolution Through IMCB

Matchmakers are encouraged to resolve disputes professionally and in good faith. If a resolution cannot be achieved, either party may submit the matter to the IMCB for mediation. The IMCB will review the case, mediate a resolution based on ethical guidelines, and provide non-binding recommendations. All dispute resolutions will follow a structured and impartial process to ensure fairness.

- Both parties must submit a formal complaint and supporting documentation via the IMCB portal.

- The IMCB will review the case and mediate a resolution based on ethical guidelines and the evidence provided.
- A structured and impartial process will be followed to ensure fairness for all parties.

IMCB Recommendations:

IMCB recommendations are non-binding but are designed to foster accountability and promote ethical standards across the matchmaking industry.

Client Agreement Clause:

Matchmakers must include a clause in their client agreements stating that disputes will first be submitted to the IMCB for mediation before pursuing other remedies.

12.3 Handling Abusive Clients

In the event of abusive or harmful behavior by a client, matchmakers must:

- Document all incidents in detail, including dates, behaviors, and any communications.
- Terminate the client relationship if abusive behavior persists, ensuring compliance with contract terms and ethical standards.
- Report egregious behavior to the IMCB for review and possible inclusion on the industry watchlist.
- Refrain from sharing identifying client details publicly or with other matchmakers unless legally authorized or part of an IMCB report, ensuring compliance with privacy laws.

12.4 Conflict Resolution Steps

Matchmakers must follow these steps when resolving client complaints:

1. Acknowledge receipt of the complaint within three business days.
2. Provide a clear timeline for resolution and next steps.
3. Document all interactions and outcomes for accountability.
4. If unresolved, escalate the issue to the IMCB for mediation.

13. Data Security and Privacy

- **Data Protection Policies:** Implement robust data protection policies to safeguard client information. Ensure that all data is stored securely and accessed only by authorized personnel.
- **Privacy Notices:** Provide clear privacy notices to clients explaining how their data will be used, stored, and protected. Obtain explicit consent from clients for the use of their data.

- **Breach Notification:** Establish a procedure for responding to data breaches. Notify affected clients promptly and take steps to mitigate any potential harm.

13.1 Use of Encrypted Platforms

When using platforms like WhatsApp, Signal, or similar tools to share client information, matchmakers must:

- Ensure the platform offers end-to-end encryption.
- Obtain explicit client consent before sharing identifying information.
- Refrain from sharing sensitive client details (e.g., photos, full names) in group settings unless explicitly authorized.
- Sensitive discussions should be conducted one-on-one or through secure systems.

13.2 Ethical Communication in Group Settings

When participating in professional groups or forums (e.g., WhatsApp, Facebook):

- Matchmakers must avoid sharing identifiable client information (e.g., names, photos) without explicit client consent.
- Warnings about clients must be framed professionally and include only non-identifiable details unless a verified IMCB report has been submitted and approved for limited sharing.
- Discussions must remain respectful and professional, focusing on shared learning and collaboration.

14. Marketing and Advertising

- **Honest Marketing:** Ensure that all marketing and advertising materials are truthful, explicit, and not misleading. Avoid exaggerating the success rates or making false claims about the service.
- **Social Media Conduct:** Use social media responsibly and professionally. Avoid posting content that could be considered offensive or inappropriate.
- **Client Testimonials:** Use client testimonials ethically. Ensure all testimonials are genuine and have been provided with the client's consent.

15. Environmental and Social Responsibility

- **Sustainable Practices:** Implement sustainable business practices to minimize environmental impact. Consider ways to reduce waste and energy consumption in your operations.
- **Community Engagement:** Engage with and contribute to your local community. Support initiatives that promote social well-being and positive relationships.

- **Inclusivity and Diversity:** Promote inclusivity and diversity within your business practices and ensure your services are accessible to diverse clients.

Adhering to this Code of Conduct, professional matchmakers who pledge to uphold the highest ethical and professional behavior standards contribute to the matchmaking industry's overall success, credibility, and trustworthiness. Under the stewardship of the International Matchmaking Compliance Board (IMCB), these principles ensure a unified commitment to integrity, client satisfaction, and the worldwide elevation of the matchmaking profession.

Glossary of Key Terms for the IMCB Code of Conduct

- 1. Accountability:** The obligation of matchmakers to take responsibility for their actions and decisions, ensuring they align with ethical practices and professional standards.
- 2. Client Agreement:** A legally binding contract between a matchmaker and a client that outlines the terms and conditions of the matchmaking service, including fees, responsibilities, and expectations.
- 3. Code of Conduct:** A set of guidelines and ethical principles established by the International Matchmaking Compliance Board (IMCB) to ensure professionalism, fairness, and compliance in matchmaking practices.
- 4. Confidentiality:** The obligation is to protect client information and ensure it is not disclosed to unauthorized parties without the client's explicit consent.
- 5. Conflict of Interest:** A situation where a matchmaker's personal, financial, or professional interests could compromise their objectivity or ability to act in the best interest of their clients.
- 6. Data Security:** Safeguarding client information from unauthorized access, breaches, or misuse, ensuring compliance with applicable privacy laws.
- 7. Dispute Resolution:** A structured process managed by the IMCB to address and resolve disagreements between clients and matchmakers or among industry professionals fairly and impartially.
- 8. Diversity:** The inclusion and representation of individuals from various backgrounds, including but not limited to race, ethnicity, gender, sexual orientation, religion, and disability.
- 9. Ethical Practices:** Standards of behavior that promote integrity, fairness, transparency, and respect in matchmaking services.
- 10. Inclusion:** Creating an environment where all individuals feel respected, valued, and supported, regardless of their background or characteristics.
- 11. Match:** An introduction made by a matchmaker between a client and a potential partner based on compatibility, preferences, and stated relationship goals.
- 12. Matchmaker:** A professional who provides personalized matchmaking services by identifying, assessing, and introducing compatible individuals to foster meaningful relationships.

13. Privacy Laws: Legal frameworks, such as GDPR and CCPA, govern the collecting, storing, and sharing of personal data to protect individuals' privacy and rights.

14. Professionalism: Demonstrating integrity, respect, and competence in all interactions and activities related to matchmaking services.

15. Transparency: The practice of clearly and honestly communicating service terms, expectations, and limitations to clients and stakeholders.

16. IMCB (International Matchmaking Compliance Board): The governing body responsible for upholding ethical standards, resolving disputes, and providing guidance to professional matchmakers.