



Love Pro Mastermind  
**A C A D E M Y**

# Professional Matchmakers

## **Code of Conduct**



## Introduction

The Love Pro Mastermind Academy and Worldwide Referral Network uphold the matchmaking industry's highest professionalism, integrity, and ethical behavior standards. This Code of Conduct is a guideline for all matchmakers associated with our academy and referral network and others who want to take the pledge. It ensures their practices reflect our mission to elevate the industry and foster meaningful, lasting connections for their clients.

### 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 federal, state, and local laws relating to the industry.

#### 4. Professional Competence

- **Continuous Learning:** Stay updated with the matchmaking industry's latest trends, research, and best practices. Participate in ongoing education and training opportunities from the Love Pro Mastermind Academy or other reputable training programs.
- **Accurate Representation:** Represent your qualifications, skills, and experience accurately. Do not claim expertise or credentials that you do not possess.
- **Mandatory Professional Review:** Be subject to compulsory professional review for biennial re-approval by industry guidelines for members of the Worldwide Referral Network and Love Pro Mastermind certified matchmakers. Attend conferences and seminars for personal development and continuously seek professional advancement.

#### 5. Respect for All Individuals

- **Non-Discrimination:** Provide services without discrimination based on race, ethnicity, religion, gender, sexual orientation, age, disability, or any other characteristic protected by law.
- **Inclusive Practices:** Promote inclusivity and diversity within your practice. Ensure that all clients feel welcome and valued. For practitioners focusing on a specific niche, it is essential to maintain non-discriminatory practices within that niche and be open to serving individuals who meet your particular criteria without prejudice.
- **Dignity and Worth:** Uphold the dignity and worth of every person you serve.

#### 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

- **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.

#### 8. Commitment to the Mission

- **Alignment with Values:** Ensure that all your professional activities align with the mission and values of the Love Pro Mastermind Academy and the Worldwide Referral Network.
- **Contribution to the Community:** Actively contribute to the academy's 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 is appropriately licensed and registered by local, state, and federal regulations.
- **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

- **Transparent Financial Practices:** Maintain transparent and accurate financial records. Ensure that all financial transactions are appropriately documented and compliant with accounting standards.
- **Ethical Billing Practices:** Avoid unethical billing practices, such as overcharging or charging for services not rendered. Provide clear and detailed invoices to clients.
- **Refund and Cancellation Policies:** Communicate your refund and cancellation policies to clients. Ensure that these policies are fair, transparent, and consistently applied.

### 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.
- **Conflict Resolution:** Establish a straightforward process for resolving client conflicts and disputes. Handle complaints professionally and promptly to maintain trust and satisfaction.
- **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.

### 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.

#### 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 at the Love Pro Mastermind Academy, the Worldwide Referral Network, or those who pledge to maintain the highest standards of ethical and professional behavior contribute to the matchmaking industry's overall success and credibility.

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