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Online Marketing Code of Conduct for Sustainable Diamond Jewellery (Live Commerce Edition)

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Foreword

This document is drafted in accordance with GB/T 1.1—2020, Directives for Standardization — Part 1: Rules for the Structure and Drafting of Standardizing Documents.

This document is the live-commerce edition of the AIDI online marketing code of conduct. Its clause structure and the inspection format of Annex C may be used by other editions in the series.

This document is not legal advice. It replaces no mandatory requirement in any jurisdiction and no rule of any platform. Where it differs from a mandatory requirement or a platform rule, the stricter requirement applies.

This document is neutral as to evidence type: any independent third-party scheme with a published method and a number that can be checked is treated identically. This document names and recommends no particular scheme. The issuer's relationship to products mentioned in this document is set out in Annex D.

AIDI is not a certification body. It does not test stones, audit factories or issue guarantees.

The Chinese text is the original. Where the two texts differ, the Chinese text governs.

Introduction

Mandatory regulation of sustainability claims has tightened, and platform rules have tightened too, but along different lines. Platform rules govern category truth: whether a stone is what it is said to be. They do not yet systematically govern sustainability claims: whether a sentence has evidence behind it.

A live room can show a 4C grading report while saying "this is a sustainable diamond", and no platform rule is triggered. A 4C report evidences quality, not sustainability. This is exactly the generic sustainability claim that the US Green Guides and the EU EmpCo Directive are directed at, arriving in a channel neither was written for.

In a live room a sustainability claim may be spoken and acted on inside twenty seconds. Enforcement after the fact protects nobody at the moment of sale. This document addresses a gap in timing, not in law: it turns an existing duty to substantiate into rules that can be applied in a live room. The regulatory basis of each requirement is set out in Annex A.

1 Scope

1.1 This document specifies, for the marketing of diamond jewellery in live commerce, requirements for category disclosure, evidence for sustainability claims, platform handling and retention, the obligations of sellers and hosts, and the format of inspection records.

1.2 This document applies to platforms, sellers (including brands and distributors), hosts and multi-channel network agencies that market laboratory-grown diamonds, mined diamonds and jewellery set with them on live-commerce platforms. It applies to spoken content, on-screen text, product titles, product pages, live-stream previews and short videos cut from live streams.

1.3 This document does not specify how diamonds are tested or graded. Testing and grading follow the relevant testing standards.

2 Normative References

The following documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition, including all amendments, applies.

- GB/T 16552—2017 Gems — Nomenclature
- 16 CFR Part 23 Guides for the Jewelry, Precious Metals, and Pewter Industries (US Federal Trade Commission)
- 16 CFR Part 260 Guides for the Use of Environmental Marketing Claims (US Federal Trade Commission)
- Directive (EU) 2024/825 on empowering consumers for the green transition (EmpCo)
- IS 19469:2025 Bureau of Indian Standards, diamond terminology

3 Terms and Definitions

For the purposes of this document, the following terms and definitions apply.

3.1 Live commerce

Marketing in which goods are shown in a real-time video stream on an e-commerce platform, or on a content platform with shopping functions, in order to make a sale. Includes live-stream previews and short videos cut from live streams.

3.2 Category disclosure

Information stating what a product's material is: a mined diamond, a laboratory-grown diamond or a diamond simulant.

3.3 Sustainability claim

A statement about the environmental, social or governance performance of a product, of its production, or of the company that produced it, whether spoken, written, or shown as a label, icon or image.

3.4 Generic sustainability claim

A sustainability claim that does not state what it covers, to what it applies, within what accounting boundary, or on what evidence. Examples: "sustainable", "eco-friendly", "green", "ethical".

3.5 Evidence source

A document that others can consult, on which a sustainability claim relies.

3.6 Independent third-party evidence

An audit, verification or certification document issued under a published method, about the matter claimed, by a body that the claimant does not control, carrying a number or route by which it can be checked.

3.7 Company statement

A report, web page or promotional material published by the claimant itself and not verified by an independent third party. A company statement may be quoted accurately, provided it is described as a company statement.

3.8 Evidence source type

A platform's classification of the evidence behind a sustainability claim: no evidence source; company statement; independent third-party evidence.

3.9 Verification route

A public page or channel through which a consumer can check the evidence from its number.

3.10 Net impression

The understanding a consumer takes from spoken content, on-screen text, labels and the display of documents taken together.

3.11 Diamond simulant

A material that resembles diamond but is not diamond, such as moissanite or synthetic cubic zirconia.

4 Principles

4.1 Evidence before adjectives. Generic terms such as "sustainable", "eco-friendly" and "green" are not admissible marketing language unless the claim carries an archivable, checkable evidence source.

4.2 Category disclosure and sustainability claims do not substitute for each other. "Laboratory-grown" answers what the material is. "Sustainable" answers how it was produced. Neither answers the other question.

4.3 No production method confers sustainability. A laboratory-grown diamond is not sustainable because it was grown, and a mined diamond is not disqualified because it was mined. What separates them is whether the claims attached to them are evidenced.

4.4 Platforms do not verify content, but they check the evidence source type. A platform need not audit a seller's sustainability claim. It should require that the claim name its evidence source type, and act on claims that cannot.

4.5 Immediacy is not an exemption. The pace of a live stream, improvised scripts and non-specialist hosts are operating conditions, not grounds for a lower standard.

4.6 Neutrality as to evidence type. Any independent third-party scheme with a published method and a number that can be checked is treated identically under this document.

5 Category Disclosure

5.1 Qualifiers

5.1.1 In product titles, the first screen of the product page, spoken content and on-screen text, a laboratory-grown diamond shall carry a qualifier adjacent to the product name, no less prominent than the product name.

5.1.2 The qualifier shall not be replaced by an abbreviation, a footnote, a link, or a statement elsewhere on the product page.

5.1.3 Names shall follow the naming rules of the market of sale: GB/T 16552—2017 in mainland China, 16 CFR Part 23 in the United States, IS 19469:2025 in India.

5.2 Prohibited wording

5.2.1 The word "diamond" shall not be used on its own to refer to a laboratory-grown diamond.

5.2.2 Terms implying mined origin shall not be used, such as "white diamond", "imported white diamond" or "lab white diamond".

5.2.3 Moissanite, synthetic cubic zirconia and other simulants shall not be presented as diamond or as equivalent to diamond, including claims that a stone "passes a diamond tester", "has more fire than a real diamond", or is a "high-carbon diamond" or "grown white diamond".

5.3 The 4Cs

5.3.1 Where a product's centre stone is a diamond, carat weight, colour, clarity and cut shall be disclosed in full. Subjective descriptions such as "high quality" or "great sparkle" shall not substitute for them.

5.3.2 The first screen of the product page shall state the body that issued the grading report, the report number and the verification route.

5.3.3 The laboratory that issued the report and the grading method shall both be stated. Requiring "a report from one of two named laboratories" no longer determines which fields the report will carry (see A.5).

5.3.4 A report shown on camera shall be shown whole, not cropped, masked or reduced to its cover, with its number legible.

5.4 Separation of simulants

A simulant shall be named by its true material name in product titles and spoken content (such as "moissanite" or "cubic zirconia"), and shall be stated on air to be "not diamond".

6 Evidence for Sustainability Claims

6.1 Generic sustainability claims

Generic sustainability claims without an evidence source shall not be used in spoken content, product titles, product pages or short videos. These include, without limitation: "sustainable jewellery", "eco-friendly diamond", "green gold", "ethical diamond", "zero-carbon diamond", "climate-neutral diamond".

6.2 Admissible structure

A sustainability claim shall state what it covers, its evidence source and its verification route, in one of the following forms:

- **Form 1, metric**: a figure, an accounting boundary, the name of the verifying body and the report number. Example: "X% of the electricity used to produce this batch is renewable; the carbon footprint is Y kg CO_2e per carat (cradle to gate), verified by [body], report no. [number]."
- **Form 2, certificate**: the scheme name, the certificate number and the address where it can be checked. Example: "The producer holds a [scheme] certificate, no. [number], which can be checked at [address]."
- **Form 3, per-dimension**: which specific aspect has independent third-party evidence, which has only a company statement, and which has neither, with a number by which the record can be checked. Example: "The producer's energy management has an independent third-party certificate (no. [number]); on labour there is only a company statement."

6.3 Matching scope

6.3.1 A claim shall not exceed the object, aspect or period covered by its evidence.

6.3.2 Evidence about a company shall not be presented as evidence about a particular diamond or product. Evidence about one aspect shall not be extended into a claim that the whole is "sustainable".

6.3.3 Evidence that has expired, been withdrawn or been suspended shall not be cited.

6.4 Prohibited phrasings

The following shall not be used:

- "Laboratory-grown diamonds are inherently sustainable": treats a category attribute as evidence of sustainability;
- "No mining, so it is eco-friendly": substitutes a single fact for life-cycle evidence;
- "Carbon-neutral diamond", "zero-carbon diamond": product-level neutrality claims based on offsetting;
- "Sustainable diamond, fully certified": does not say which certificate or what it covers;
- "Our diamonds are green": a generic environmental term with no reference and no evidence.

7 Platform Requirements

7.1 Evidence source type field

A platform should provide, at product publication and in live-stream previews, a field "evidence source type for sustainability claims" with the options: no claim; no evidence source; company statement; independent third-party evidence (scheme name, number, verification route).

7.2 Handling

A platform should handle sustainability claims by evidence source type as follows:

Evidence source type	Platform handling
Generic claim with no evidence source	Labelled "no evidence source provided for this sustainability claim"; the claim does not use the platform's sustainability tags
Company statement	May stand, described as a company statement; does not use the platform's sustainability tags
Independent third-party evidence (scheme name, number, verification route)	May stand as made; the platform may record that an evidence source has been named, which is not an endorsement of the content of that evidence

All independent third-party schemes shall be handled identically. This document does not ask any platform to give any scheme preference in recommendation, ranking, traffic or labelling.

7.3 Retention and queries

7.3.1 A platform shall retain the segments of a live stream in which sustainability claims were made, for no less than the period required by applicable law, and should retain them for no less than 24 months.

7.3.2 On a query from a consumer or a regulator, a platform shall be able to produce the original wording of the claim, the evidence shown at the time and the timestamp.

8 Seller Requirements

8.1 A sustainability claim made on air shall match the material and certificate fields of the product page. Where the product page states no evidence source, the claim shall not be added orally during the live stream.

8.2 A seller shall keep a register of the evidence for its sustainability claims, recording at least: the wording of the claim, the evidence source type, the scheme name, the number, the verification route and the validity.

8.3 Before a live stream, a seller shall give the host the sustainability claims that may be used in that stream, with their evidence, and keep a record of having done so.

9 Host and Agency Requirements

9.1 Prohibited scripts

A host shall not use scripts of the following kinds:

- Category conflation: "this is a diamond", "exactly the same as a mined diamond", "a diamond tester can't tell the difference", and the like, implying no difference from a mined diamond while avoiding the qualifier;
- Value promises: "lab-grown diamonds will appreciate", "returns above X% a year", "holds value better than mined diamonds", and the like;
- Generic sustainability: "sustainable diamond", "eco-friendly diamond", "zero-carbon", and the like, with no reference to evidence;
- Scarcity pressure: "only three left", "you won't get this chance again", and the like, bundled with a sustainability claim, substituting urgency for checking;
- Report substitution: "it has a certificate, so it is sustainable", treating a 4C grading report as sustainability evidence.

9.2 Showing evidence

Where a sustainability claim is made, the host shall at the same time do at least one of the following:

- a) show the evidence document whole on camera, with its number legible;
- b) show on-screen text stating the claim type, the evidence source and the verification route;
- c) direct viewers to the verification route on the first screen of the product page.

A spoken claim meeting none of these has not completed disclosure. Under the net-impression principle, a host who shows a report while saying "sustainable diamond" without stating what the report covers has still made a generic sustainability claim.

9.3 Disclosure of commercial relationships

Commission or partnership relationships between the host and the brand or seller shall be disclosed throughout the live stream, as platform rules and applicable law require.

10 Implementation and Transition

10.1 Phased implementation

Phase	Timing	Requirement
Phase one	0–3 months after issue	Chapter 5 category disclosure applies in full; sustainability claims are handled by labelling and prompting, not applied to content already published
Phase two	3–6 months	Evidence source type recorded at publication (7.1)
Phase three	6–12 months	Sustainability claims with no evidence source are no longer used as marketing tags (7.2)

10.2 Review

This document is reviewed as regulation and platform rules change, and at least once a year.

Annex A (informative) Regulatory basis

A.1 US Jewelry Guides (16 CFR Part 23)

The 2018 revision removed the word "natural" from the definition of diamond. A laboratory-grown diamond must carry a qualifier adjacent to the product name, such as laboratory-grown, laboratory-created or [manufacturer name]-created. On 2 April 2019 FTC staff sent warning letters to eight jewellery marketers about the naming of simulated and laboratory-created stones and the placement of disclosures; the letters were not about the words "sustainable" or "eco-friendly". Corresponds to Chapter 5.

A.2 US Green Guides (16 CFR Part 260)

Unqualified terms such as "green", "eco-friendly" or "sustainable" are treated as deceptive without adequate qualification and substantiation; claims require competent and reliable evidence; holding a certification does not by itself discharge the duty to substantiate; the test is the net impression of the advertisement as a whole. The Green Guides are administrative guidance, enforced after the fact and on complaint. Corresponds to Chapter 6 and 9.2.

A.3 EU EmpCo Directive (Directive (EU) 2024/825)

Applies from 27 September 2026. Generic environmental claims are unfair commercial practices unless recognised excellent environmental performance relevant to the claim can be demonstrated. A sustainability label may be displayed only if it rests on a certification scheme audited by an independent third party, or on a scheme established or recognised by a public authority. Product-level "carbon-neutral", "climate-neutral" and "net-zero" claims based on offsetting are prohibited. Member States set the penalties; the widely quoted 4% of annual turnover is a minimum for the maximum fine in widespread infringements under coordinated EU enforcement, not a ceiling for every breach. Corresponds to Chapters 6 and 7.

A.4 EU CSDDD (Directive (EU) 2024/1760, as amended by Directive (EU) 2026/470)

As amended, the directive applies to EU companies with more than 5,000 employees and more than EUR 1.5 billion in net worldwide turnover, and to non-EU groups with more than EUR 1.5 billion of turnover in the EU. Member States must transpose it by 26 July 2028, and companies apply it from 26 July 2029. Live-commerce

sellers are usually outside its direct scope, but brands transmit data requirements upstream through purchase contracts and supplier codes, and a sustainability claim that cannot be traced upstream cannot support a brand customer's due diligence. This is a commercial consequence, not a legal duty on the seller.

A.5 Changes in grading report fields

Since 1 October 2025, for loose laboratory-grown diamonds of 0.15 carats or more in the colourless to near-colourless range, GIA issues a quality assessment classifying a stone as Premium or Standard, rather than separate colour and clarity grades; IGI continues to grade the full 4Cs. Requiring "a report from one of two named laboratories" therefore no longer determines which fields the report carries. Corresponds to 5.3.3.

A.6 UK Advertising Standards Authority

Rulings upheld on 13 May 2026 established that a sustainability claim, however accurate in itself, does not substitute for disclosing that a diamond is laboratory-grown. Corresponds to 4.2.

A.7 India IS 19469:2025

In force from 27 January 2026. The word "diamond" on its own refers only to a natural diamond; a laboratory-grown diamond must be named in full, without abbreviation; terms such as "eco-friendly" may not be used. Corresponds to 5.1 and 6.1.

Annex B (informative) Points for each platform

None of the following names a scheme or asks for traffic.

Platform	Points
TikTok Shop	The platform already requires a GIA or IGI report for loose diamonds. In addition: a certificate shown on air should be whole, with its number legible, and viewers should be directed to check it themselves; where a sustainability claim accompanies the stone, the specific aspect carrying evidence should be named on screen
Amazon Live	The platform's listing rules already prohibit unqualified "eco-friendly" and "sustainable". In addition: sustainability fields on the product page carry a scheme name, a metric with its boundary, or a per-dimension statement, not an adjective; claims made on air match the field
Douyin	Sustainability claims appear on screen as text stating the claim type, the evidence source and the verification route, not as speech alone
Tmall and Taobao Live	Sustainability claims made on air are bound to the material and certificate fields of the listing; the evidence source type is completed at publication
JD	Where the platform already operates a quality mark for the 4Cs, the logic can extend to sustainability claims: a mark for claims whose evidence source has been named, none for claims where it has not

The current rules of each platform prevail.

Annex C (normative) Inspection items and record format

C.1 Inspection items

Platform inspections, seller self-checks and third-party checks assess each item in the table below as "conforms", "does not conform" or "cannot be checked".

No.	Clause	Object checked	Conforms when
OMS-01	5.1	Title, first screen of product page, spoken content, on-screen text	Every laboratory-grown diamond carries a qualifier adjacent to the product name, not replaced by an abbreviation
OMS-02	5.2	Title, spoken content	None of the wording listed in 5.2 appears
OMS-03	5.3.1	Product page, spoken content	All four Cs of the centre stone are disclosed
OMS-04	5.3.2, 5.3.3	First screen of product page	The report issuer, number, verification route and grading method are stated
OMS-05	5.3.4	Live-stream recording	Reports shown are whole, with numbers legible
OMS-06	5.4	Title, spoken content	Simulants are named by their true material and stated to be not diamond
OMS-07	6.1, 6.4	Title, product page, spoken content, short video	No generic sustainability claim or prohibited phrasing appears
OMS-08	6.2	Each sustainability claim	Uses one of the three forms, with content, source and verification route
OMS-09	6.3	Each sustainability claim	The claim does not exceed the scope of its evidence, and the evidence is valid
OMS-10	8.1	Spoken content and product page	Each spoken sustainability claim has a corresponding evidence source on the product page
OMS-11	9.1	Live-stream recording	None of the scripts listed in 9.1 appears
OMS-12	9.2	Live-stream recording	Each spoken sustainability claim meets at least one item of 9.2
OMS-13	9.3	Live-stream recording	Commercial relationships are disclosed throughout

C.2 Record format

Each inspection record includes at least: the platform, the shop or live-room name, the date and timestamp, the inspection item number, the wording of the claim, the evidence source type, the result, and the retained file with its SHA-256 value.

Annex D (informative) The issuer's interest

D.1 AIDI issues this document and also builds instruments that sit inside the system it describes. The AIDI Trust Index is free; the companies in it do not apply, submit or pay. In the October edition, 124 of 500 companies have at least one product fact verified by an independent third party.

D.2 The GDCS certificate is a commercial product, operated by Intelligent Diamond International Inc. under licence from AIDI. One GDCS certificate states both the 4Cs and the producing company's sustainability grade across five aspects: environment; labour and human rights; community; governance and compliance; supply-chain traceability. Each aspect is marked with its data type: third-party test, supply-chain document, company statement or on-site review. It is one way to meet 6.2, not the only way.

D.3 At the issue of this document, the GDCS grading rules have not been published, no GDCS certificate has been issued, and the price is quoted on application.

D.4 This document does not ask any platform to prefer GDCS or any other scheme in recommendation, ranking, traffic or labelling. Any independent third-party scheme with a published method and a number that can be checked meets 7.2 on identical terms. We will make the case for our own product as well as we can in our own documents, and we will not ask anyone else to tilt the rules while we do it.

D.5 A GDCS certificate is supplementary information, not a pass for regulatory compliance, and it does not transfer a seller's legal responsibility for its own claims. A verified aspect is a statement about that aspect, not about a product as a whole.