



Standards of Conduct

for the Certified Collegiate Retailer (CCR) Designation

As a practitioner in the collegiate retail industry, I pledge myself to:

- Maintain the highest standards of personal and professional conduct.
- Promote and encourage the highest level of ethics within the college store and collegiate retailing industry.
- Use only legal and ethical means in all activities, including but not limited to the NACS Buying Ethics Policy and other such codes or policies set forth by my store, institution, or organization.
- Maintain loyalty to the store or organization that employs me, and pursue its objectives in ways that are consistent with the public interest.
- Recognize and discharge my responsibility to uphold all laws and regulations relating to the policies and activities of my store or organization.
- Strive for excellence in all aspects of management of my store or organization.
- Serve all members, customers, and business associates by refusing to engage in or allow discrimination on the basis of race, sex, age, religion, national origin, sexual orientation, disability or activities for personal gain at the expense of my store, organization, or industry.
- Maintain the confidentiality of privileged information entrusted or known to me by virtue of my position.
- Communicate in a truthful and accurate manner by assuring that there is integrity in the data and information used.
- Cooperate in a reasonable and proper way with other members of the industry, and work with them in the advancement of college store professionals and the collegiate retailing industry.
- Strive to improve public understanding of the role of college stores and collegiate retailing.

This set of Standards of Conduct for practitioners in the collegiate retail industry that hold the Certified Collegiate Retailer (CCR) designation has been adopted by the National Association of College Stores to promote and maintain the highest standards of college store management, collegiate retail service, and personal conduct. Adherence to these standards is expected from all designees. The Standards of Conduct serve to assure public confidence in the integrity and service of Certified Collegiate Retailers.