

Dealers must follow a legal Code of Conduct

Dealers must follow a legal code of conduct. This means they must behave in a certain way. Not everything they do is covered. For example, poor customer service is not against the code. If you are concerned that a dealer did not follow the code of conduct, contact the VSA.

The code of conduct says dealers **will**:

- Act with honesty and integrity.
- Document important verbal statements in a written agreement.
- Respond promptly and courteously to consumer inquiries.
- Keep your personal information safe.

The code of conduct says dealers **will not**:

- Discriminate against a person based on:
 - race
 - colour
 - ancestry
 - place of birth
 - religious beliefs
 - marital or family status
 - physical or mental disability
 - sex
 - sexual orientation
 - gender identity or expression, or
 - age (if 19 years or older).
- Make false or misleading statements about amounts charged for a vehicle lease or sale
- Intimidate a consumer