



# Diamond Council of America

## Education Catalog

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## Welcome

If you work with fine jewelry as a retail sales professional, you know that you need to help your customers make selections and purchase decisions with both their heads and their hearts – explaining objective factors such as the 4Cs, but also conveying exactly what these mean in personal terms like beauty, emotion, quality, symbolism, and value. For more than sixty years, the Diamond Council of America’s educational courses have taught students how to achieve this complex and critical combination, thus enabling them to reach higher levels in their careers.

Today, the certifications earned by successful completion of DCA courses are recognized in the jewelry industry as hallmarks of professional knowledge and skills.

Whether you are a newcomer to the jewelry industry, or a veteran with many years of experience, you’ll find that DCA’s educational program is both enjoyable and rewarding. This catalog provides information about our courses and certifications, as well as operations, policies, and the enrollment process. If you have additional questions, please contact us.

Thank you!



Terry W. Chandler  
President/CEO



## Contact Information

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Facebook: [www.facebook.com/DiamondCouncilofAmerica](http://www.facebook.com/DiamondCouncilofAmerica)

## About DCA

The Diamond Council of America was founded in 1944 by a group of ten retail jewelers from across the United States. Based on their experiences in business, the group recognized a serious need for training among professional jewelry sales associates. Their goal in forming DCA was to meet this need.

DCA was originally created – and today still remains – a self-owned nonprofit membership organization dedicated to providing affordable, high quality education focused on diamonds, colored gemstones, and fine jewelry, and delivered through proven distance-learning methods. Over the years, more than 100,000 students have taken DCA courses. This has earned DCA a place among the top educational organizations for jewelry salespeople.

DCA has two membership categories – Executive Member and Associate Member. The first category is made up of jewelry retailers. The second includes gem and jewelry manufacturers and wholesalers, plus industry suppliers and trade associations.

DCA offers four courses – The Diamond Course, The Colored Gemstone Course, Beginning Jewelry Sales, and Advanced Jewelry Sales. These are open only to employees of Executive or Associate Member companies.

With more than 300 members representing over 4700 jewelry stores, DCA currently has a total of almost 6200 students in the United States, Canada, Australia, New Zealand, and the United Kingdom.

## **Mission, Goals, and Objectives**

The mission of the Diamond Council of America is to provide quality, affordable distance education to enhance the ability of our members' associates to sell fine jewelry with expertise, integrity, and professionalism, and to fuel the passion of those looking to learn about our industry.



In order to meet this mission, DCA develops, markets, and delivers nationally accredited distance-education courses on diamonds, colored gemstones, and jewelry. While a tremendous amount of information about these subjects is now available from the internet and other sources, most of it is promotional or commercial rather than educational in nature. In contrast, DCA's accredited courses are designed to meet the needs of individuals who have a professional or avocational interest in diamonds, gemstones, or jewelry, and seek information that is clear, solid, balanced, unbiased, and comprehensive.

DCA's courses provide knowledge and skills needed to sell jewelry, assist customers with purchase decisions, and function as a member of a jewelry store's professional team.

Specific goals for DCA's educational program include:

- Making DCA the clear choice in education for retail jewelry sales professionals, and a recognized and respected source of education for other individuals who have various levels and kinds of interest in diamonds, gemstones, and jewelry.
- Developing and maintaining courses that help our students advance in their careers or avocational interests, and contribute to the success of our corporate members.
- Using educational methods and tools that are appropriate and effective for our students and the knowledge and skills we are teaching.
- Creating enjoyable and rewarding learning experiences for our students.
- Encouraging continued learning among our students.
- Providing consistently excellent administrative, technical, and instructional services and support to our students and members.
- Becoming an educational "friend" to students and graduates, and a valued service provider to our corporate members.

## **DCA Certifications**

Students who successfully complete a DCA course receive formal certification from the Diamond Council of America, marking their achievement. Certifications currently include Diamonds, Colored Gemstones, and Beginning or Advanced Fine Jewelry Sales.

DCA certifications are recognized and respected in the jewelry industry. They identify graduates as true professionals, and confirm that they have achieved important objectives:

- Gaining knowledge and skills that help to establish a solid foundation for success in jewelry retailing.
- Demonstrating commitment to integrity and expertise in their work, making valuable contributions to their firm's operations, and delivering quality service to customers.
- Showing that they can learn by combining organized independent study with the resources available in the store and their own experience.

## **Operating Schedule**

DCA's usual office hours are 8:30 AM to 5:00 PM Central Time, Monday through Friday. We close for major holidays.

Course enrollments are accepted throughout the year. Coursework and support services also go on year-round.

## **Governance, Licensing, and Accreditation**

DCA is a nonprofit corporation wholly owned by its members and governed by a member-elected Board of Directors. Since 2017, DCA has been headquartered in New York, NY.

The Diamond Council of America is accredited by the Distance Education Accrediting Committee (formerly the Distance Education and Training Council – DETC). The DEAC is recognized by the U.S. Department of Education (USDE) and the Council for Higher Education Accreditation (CHEA).

DCA was first accredited in 1984, and has maintained this prestigious standing ever since.

Distance Education Accrediting Commission (DEAC)  
1101 17th Street NW, Suite 808  
Washington, DC 20036  
Phone (202) 234-5100  
Fax: (202) 332-1386  
Website: [www.deac.org](http://www.deac.org)  
Information: [info@deac.org](mailto:info@deac.org)

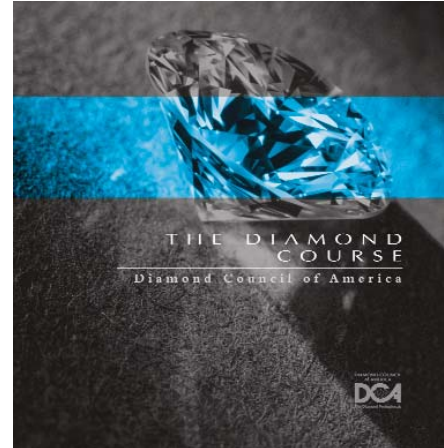
# Current Courses Menu

## THE DIAMOND COURSE

*Become Diamond Certified by the Diamond Council of America.*

This 22-lesson course supplies the knowledge and skills jewelry sales professionals need in order to present the full beauty, meaning, and value of the world's most important gemstone. The course also provides comprehensive guidance for building retail jewelry professionalism.

Lesson topics include the 4Cs of diamond value; today's diamond jewelry; treated, lab-created, and simulated diamonds; diamond's geologic formation and scientific properties; discovery, sources, and mining; diamond cutting, the international diamond industry; diamond's place in history, folklore, and popular culture; jewelry professionalism; the selling process; professional instruments and selling tools; customer service, diamond display; caring for diamonds and diamond jewelry; and security for retail jewelry professionals.



To enroll in this course, you must be employed by a DCA Executive or Associate Member.

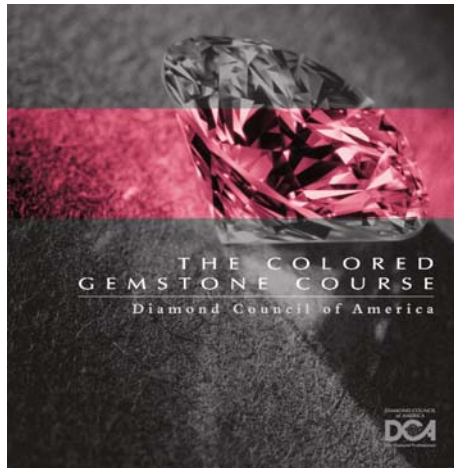
After successfully completing this course, you will be able to:

- Present the 4Cs of diamond value to whatever extent a customer needs in order to make an informed and confident purchase decision.
- Share added background information to help customers appreciate diamond's unique nature and full value.
- Describe diamond jewelry in terms of its form, function, and style, as well as quality, work-manship, and value.
- Discuss karat gold and platinum, the metals from which most diamond jewelry is made.
- Present or answer questions about treated diamonds, lab-created diamonds, and diamond simulants.
- Follow FTC guidelines and store policy on representation and disclosure for diamonds and diamond jewelry.
- Establish or build on a foundation for professionalism in the jewelry industry.
- Sell diamonds and diamond jewelry while creating satisfying experiences for customers and building long-term relationships with them.
- Do your part in providing additional store services such as repair and appraisal.
- Display diamond jewelry in a way that maximizes its appeal and reinforces your store's marketing approach.
- Clean and care for diamonds and diamond jewelry in the store, and teach customers to do the same for diamond jewelry they own or purchase.
- Fulfill your responsibilities in safeguarding the store's customers, staff, and resources.

## THE COLORED GEMSTONE COURSE

*Become Colored Gemstone Certified by the Diamond Council of America.*

This course has 16 lessons that explore the varied and exotic world of colored gemstones – which includes all gems other than diamond. The course also has lessons specifically focused on marketing and selling gems and gemstone jewelry.



Lesson topics include color and gems; the spectrum of gemstone products; factors that affect gem value; cultured pearls; contemporary gemstone jewelry; gem formation, sources, mining, and trade; gem magic and romance; gem identification; gem and jewelry care; selling gems and jewelry; representation and disclosure; and jewelry display. The course comes with the Colored Gemstones Compendium, which contains more than 100 pages with individual profiles of dozens of different gems, from agate to zircon.

To enroll in this course, you must be employed by a DCA Executive or Associate Member.

After successfully completing this course, you will be able to:

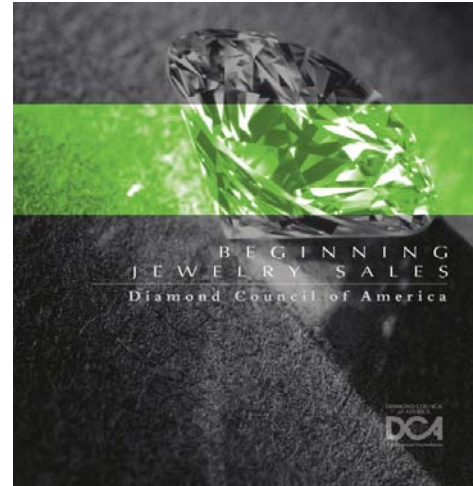
- Help customers understand and appreciate the gemstone products your store offers.
- Explain factors that affect the value and appeal of colored gemstones.
- Present gemstone jewelry in terms of form, function, and style, as well as quality and value.
- Discuss karat gold, platinum, and silver – the metals that are used to make most gemstone jewelry.
- Explain the treatments that are used on colored gemstones, and deal with concerns about synthetics and imitations.
- Follow FTC guidelines and your store's policies on representation and disclosure for colored gems and gemstone jewelry.
- Cite sources for gems, discuss how they're found and mined and how they make their way into the market.
- Develop your awareness, understanding, and appreciation of color, and apply these in your work.
- Sell colored gems and gemstone jewelry while creating satisfying experiences for customers and building long-term relationships with them.
- Do your part in providing additional services such as gemstone jewelry repair.
- Display gemstone jewelry in a way that maximizes its appeal and reinforces your store's marketing approach.
- Clean and care for colored gems and gemstone jewelry as part of normal store operations, and teach customers to clean and care for items they own or purchase.

## BEGINNING JEWELRY SALES

*Become Beginning Sales Certified by the Diamond Council of America.*

The primary goal of this 13-lesson course is to provide students who are employed as “new-hire” retail jewelry sales associates with information and skills they need to quickly reach a fully professional level. The course begins with an overview of the international gem and jewelry industry and the American jewelry retailing sector, then goes on to cover jewelry professionalism, the selling process, customer service, operations support, and store security. A series of core lessons supply essential product knowledge for contemporary fine jewelry and jewelry metals, plus diamonds, the top-selling colored gemstones, and watches.

To enroll in this course, you must be employed by a DCA Executive or Associate Member.



After successfully completing this course, you will be able to:

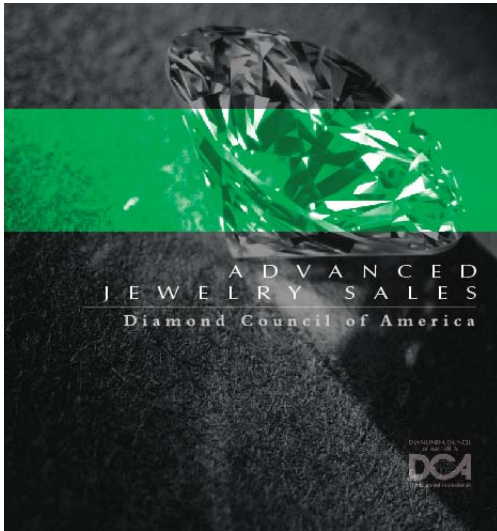
- Understand and support your company’s vision, mission, and objectives.
- Establish or build on a personal foundation for jewelry professionalism.
- Successfully manage the process of selling fine jewelry.
- Describe contemporary jewelry in terms of form, function, style, quality, and value.
- Discuss the various metals from which today’s fine jewelry is made.
- Present essential information about diamonds, the top-selling colored gemstones, and cultured pearls.
- Explain product options for watches, demonstrate functions and technical features, and discuss quality and value factors.
- Clean and care for jewelry while it is in the store, and teach customers to do the same for jewelry they own or purchase.
- Do your part in providing customer services and performing tasks that are necessary for the store’s operation.
- Function with competence and confidence at the repair counter.
- Fulfill your responsibilities in safeguarding the store’s customers, personnel, and assets.



## ADVANCED JEWELRY SALES

*Become Advanced Sales Certified by the Diamond Council of America.*

The overall goal of this 12-lesson course is to provide students with the knowledge and skills they need



to reach their full potentials as retail jewelry sales professionals. The course begins with a series of lessons that examine primary components of the jewelry-selling equation – customers, the buying experience, branding, and dealing with changes that affect the work of jewelry retailing. The second section of the course spotlights key product categories – bridal jewelry, women's fashion jewelry, men's designs, custom work, estate pieces, and watches.

To enroll in this course, you must be employed by a DCA Executive or Associate Member.

After successfully completing this course, you will be able to:

- Close more and bigger jewelry sales.
- Build stronger relationships with customers.
- Work with all types of fine jewelry consumers.
- Create exceptional shopping and buying experiences.
- Take an active part in building and communicating your store's brand.
- Identify and respond to changes that affect interactions with customers.
- Maximize your performance in selling key jewelry categories.
- Keep moving ahead professionally in the future.

### Format Options

In order to meet the needs and preferences of today's students, DCA makes its courses available in three different formats.

- **Online** – With this study option, all course materials are presented on DCA's website: [www.diamondcouncil.org](http://www.diamondcouncil.org). Lessons feature full-color photo images and may be viewed individually in booklet facsimile or PDF format. **All DCA courses** are now available online.
- **PDF Download** – PDF versions of lessons and other course materials are combined in a single file that can be downloaded to a computer or mobile device. This option is also available for all courses.
- **Print** – Lessons are reproduced by four-color offset printing in standard magazine size (8½ x 11 inches) and bound in individual booklets. The complete course is housed in a heavy-duty three-ring binder. This option is available for **The Diamond Course** and **The Colored Gemstone Course**.

Combining formats – online plus download, or online plus print – allows more choices for completing coursework. For example, many students read the print versions of Diamond or Colored Gemstone lessons, but do the testing online. (PDF download and print are not available by themselves.)

## Admissions Policy

To enroll in any of the courses DCA currently offers, an individual must be employed by one of DCA’s Executive or Associate Member companies.

A high school diploma or equivalent is recommended – but not required – for enrollment in any DCA course.

Individuals under the age of 18 must provide a parent or legal guardian’s written permission to enroll.

There are no prerequisites for any course, but to obtain maximum benefit from Advanced Jewelry Sales, the student must have completed the DCA Diamond and Colored Gemstone courses, or similar training, and have a least one year of experience in retail jewelry sales.

To enroll in a DCA course, the student must complete and submit the enrollment application for that course. DCA will make a decision on the application and notify the student of acceptance or denial in writing.

In considering applications for enrollment, DCA makes no distinctions based on race, ethnicity, color, nationality, gender, sexuality, age, religion, or creed. DCA also makes no distinctions based on physical handicap or disability, but all courses are presented in a printed format (hardcopy or online), so blindness or severe visual impairment may prevent successful course completion.



Upon acceptance, DCA within 10 business days will provide the student with a copy of his or her enrollment application signed by a DCA representative. This document – signed by both the student and DCA’s representative – then serves as the enrollment agreement. DCA will maintain a copy of this agreement as part of the student’s permanent record.

An applicant who is denied enrollment in a DCA course may appeal this decision in writing to DCA’s Director of Operations. The Director will consider both the initial decision and the appeal and will issue a decision within ten business days. The Director’s decision is final.

## Tuitions and Fees

Tuitions for the courses currently offered by DCA are:

Course Title	Online Only	Online + Print
The Diamond Course	\$125	\$175
The Colored Gemstone Course	\$125	\$175
Beginning Jewelry Sales	\$100	No Print Version
Advanced Jewelry Sales	\$125	No Print Version

Tuition for most courses includes a registration fee of \$75 that becomes non-refundable five days after enrolling. The registration fee for Beginning Jewelry Sales is \$50.

There are no separate fees for shipping and handling of printed course materials within the continental United States. No additional references are needed for any course. Technology requirements for online courses are listed below.

## Payment

Payment in full for the course tuition must accompany the enrollment application, and must be made by the Executive or Associate Member company by which the student is employed.

At this time, DCA offers no scholarships and participates in no financial aid programs.

## Required Coursework

Course Title	Lessons	Learning Assessments
The Diamond Course	22	20 Lessons self tests, 4 section tests, 4 practical training evaluations, and a final examination
The Colored Gemstone Course	17	15 Lessons self tests, 4 section tests, 4 practical training evaluations, and a final examination
Beginning Jewelry Sales	13	11 Lessons self tests, 4 section tests, 4 practical training evaluations, and a final examination
Advanced Jewelry Sales	12	10 Lessons self tests, 4 section tests, 4 practical training evaluations, and a final examination

## Learning Schedule

Students must complete all required coursework within one year after enrolling in a DCA course. An extension of up to six months may be granted for good cause on an individual basis. If a student fails to meet the time limit, he or she must re-enroll in order to complete the course.

Aside from the one-year limit, students may do the work at their own pace. DCA recommends setting a regular study schedule that includes completing at least one lesson per week and allows a total of about six weeks for the learning assessments. At this rate, approximate completion times will be:

Course Title	Completion
The Diamond Course	7 months
The Colored Gemstone Course	5 1/2 months
Beginning Jewelry Sales	4 1/2 months
Advanced Jewelry Sales	4 1/2 months

## Formats and Technology Requirements

The Diamond and Colored Gemstone Courses are available in two formats – online only and print plus online. Beginning Jewelry Sales and Advanced Jewelry Sales are available online only.

All materials for online courses are available on DCA's website: [www.diamondcouncil.org](http://www.diamondcouncil.org). The print plus online option includes printed (hardcopy) versions of the lessons and other materials, as well as access to the online versions.

The following technology is needed to access and complete coursework online:

**Hardware** – PC, tablet computer, or smart phone

**Operating System** – Windows XP, Vista, 7, or 10; or Mac OS X

**Browser** – Internet Explorer, Chrome, FireFox, Opera, Safari (latest versions)

**Screen Resolution** – At least 800 x 600 pixels; 1024 x 768 is optimal

**Internet Connection** – Dial-up (at least 28.8 kps) or broadband

**Applications** – Adobe Flash Player, Adobe Reader, YouTube (latest versions)



## Tests and Practical Assessments

Lesson self-tests, section tests, and the final examination consist of multiple-choice questions. Self-tests are scored but they are not included in the student's testing record, and they do not affect the student's successful completion of the course. Section tests and the final examination are graded and recorded, and they count toward successful course completion.

- **Test Length** – Lesson self-tests average about 12 questions apiece. Section tests consist of 20 to 30 questions, and the final examination has 100 or 150 questions, depending on how the student chooses to take the test. (Options for the final exam are explained below.)
- **Grading** – Scores or grades for all tests are percentages based on the number of correct answers versus the total number of questions on the test. For example, if a section test has 25 questions and the student answers 20 questions correctly, his or her grade is 80%.
- **Completing Section Tests** – The minimum grade target for section tests is 75%. If the student scores under 75%, he or she must retake the test. Section tests may be taken as many times as necessary. When the student scores 75% or higher, that grade is averaged with those for any previous attempts to determine an overall grade for the test.
- **Completing the Final Exam** – The minimum grade target for the final examination also is 75%. If a student scores under 75% on the final exam, he or she may retake the test only once – for a total of two attempts. If the student scores 75% or higher on the second attempt, he or she has successfully completed the final exam. The grades for the first and second attempts are then averaged to determine the overall grade for the exam. If the student does not score 75% or higher on the second attempt, he or she must re-enroll and redo all coursework successfully in order to complete the course.
- **Final Exam Options** – There are two options for taking the final examination: open-book or

closed-book. An open-book exam has 150 questions. The student takes the test on his or her own – without supervision – and can look through the course or other references to find answers. A closed-book exam has 100 questions. The student takes the test under the supervision of a proctor designated by his or her DCA Executive or Associate Member company, and cannot refer to course lessons or other references.



Open-book exams for the Diamond and Colored Gemstone courses may be taken online or by mail. The open-book exam for Beginning Jewelry Sales or Advanced Jewelry Sales is available only online. A closed-book exam for any course can be taken only by mail.

- **Practical Training Evaluations** – Each course includes four practical training evaluations. These ensure that students can apply new knowledge and skills on the job. The evaluations are made up of checklists and questions based on the course lessons. To complete a practical training evaluation, the student fills out the evaluation form and goes over it with his or her store’s owner or manager. The owner or manager then signs the form and the student sends it to DCA.

## Completion Limits

There are two limits on course completion:

- **Academic Limit** – The minimum grade target for a final examination is 75%. If a student does not reach or surpass this target within two attempts, he or she must re-enroll in order to complete the course.
- **Time Limit** – All required coursework, must be completed within 12 consecutive months from the date of enrollment. If a student does not meet the time limit, he or she must re-enroll in order to complete the course

## Progress Reports

DCA provides reports on coursework progress to the student’s employer.

## Re-Enrollment Policy

If a student does not meet the time limit or academic limit for course completion, he or she may re-enroll in and retake the same edition of the course once, provided that the re-enrollment occurs within one year. After one course retake or one year without re-enrolling, the student must enroll in the latest edition of the course.

The re-enrollment fee is \$75 for all courses.

## Enrollment Cancellation and Refunds

Enrollment in a DCA course may be cancelled within five days of submitting the enrollment application, for a full refund. (In that case, any printed course materials the student has received should be returned to DCA postage due.)

A request for cancellation may be conveyed in any manner – in person or by phone, email, letter, or fax.

Due to the unique relationship DCA has with its members and students, refunds will be issued to the party – employer or student – who actually paid for the course.

Beyond five days, and prior to the end of the enrollment period, the course may be cancelled and a refund requested. At that point – after the five-day “cooling off” period – refundable tuition is the full course price minus the registration fee of \$75, and the refund is a percentage of the re-fundable tuition based on the percentage of section tests that have been completed. Each course includes four section tests.



The registration fee for Beginning Jewelry Sales is \$50; otherwise, the refund terms are the same as for other courses.

**Refund Example:** The Diamond Course includes four section tests. If a student enrolls in the online only version of the course, completes two section tests, and then cancels his or her enrollment, the refund is \$25. This is because the course tuition (\$125) minus the registration fee (\$75) equals \$50, and the two completed section tests equal 1/2 – or 50% – of the total number of section tests included in the course.

The following tables list the full breakdown of completion percentages and refund amounts for DCA’s courses.

**Diamond / Colored Gemstone Course**

Percentage of Tests Graded	Online Only (cost \$125)	Online + Print (cost \$175)
None	\$50	\$100
25%	\$38	\$75
50%	\$25	\$50
Over 50%	No refund	No refund

**Beginning Jewelry Sales**

Percentage of Tests Graded	Online Only (cost \$100)
None	\$25
25%	\$19
50%	\$13
Over 50%	No refund

## Advanced Jewelry Sales

Percentage of Tests Graded	Online Only (cost \$125)
None	\$50
25%	\$38
50%	\$25
Over 50%	No refund

## Student Integrity and Academic Honesty

Each student is expected to complete all coursework him or herself, under the conditions established for the work. If signs of cheating or other academic misconduct are detected, DCA will notify the sponsoring Executive or Associate Member, which will evaluate the evidence and determine the consequences.

## Copying Course Materials

A student may not copy DCA course materials or make course materials available to other persons, except for the student's own personal use.

## Displaying Certificates

Certificates or awards issued by DCA may be displayed only on the sponsoring employer's premises and at the employer's discretion.

## Credit Transfers

Acceptance for transfer of academic credit for DCA coursework will be determined by the receiving institution. DCA's coursework has not been evaluated for academic credit by any outside agencies.



## Teach-Out Commitment

If a DCA course is discontinued, DCA guarantees that all students enrolled in the course will be allowed to complete their instruction.

## Privacy Protection

Last Updated: July 11, 2012

Diamond Council of America is committed to protecting your privacy. This Statement of Privacy applies to DCA company websites such as [www.diamondcouncil.org](http://www.diamondcouncil.org), etc., and governs data collection and usage. By using the Diamond Council of America websites, you consent to the data practices described in this statement.

## **Collection of Your Personal Information**

Diamond Council of America collects personally identifiable information, such as your e-mail address, name, home and/or work address, and/or telephone number. For certain e-commerce activities, such as processing orders, we also request credit card or other payment account information, which may be maintained in encrypted form on secure servers. Diamond Council of America also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests, and favorites. There is also information about your computer hardware and software that is automatically collected by Diamond Council of America. This information can include: your IP address, browser type, domain names, access times, and referring website addresses. This information is used by



Diamond Council of America for the operation of the site(s), to maintain quality of the site(s), and to provide general statistics regarding visitor use of Diamond Council of America websites.

In the event that you contact us for customer support through the website(s), we may also request that you provide additional User Information relevant to the support requested by you. Users are under no obligation to provide such information. However, we cannot guarantee that we can provide customer support in the

event that relevant information related to the use of our products or services is withheld. We may retain communications relating to customer support, and/or information drawn from such communications, for statistical and/or reference purposes.

Diamond Council of America encourages you to review the privacy statements of websites you choose to link to from Diamond Council of America so that you can understand how those websites collect, use, and share your information. Diamond Council of America is not responsible for the privacy statements or other content on websites outside of the Diamond Council of America family of websites or the use of your information by such outside websites.

## **Use of Your Personal Information**

Diamond Council of America collects and uses your personal information to operate the Diamond Council of America website and deliver the services and products you have requested. Diamond Council of America may also use your personally identifiable information to inform you of other products or services available from Diamond Council of America and its affiliates. Diamond Council of America may also contact you via surveys to conduct research about your opinion of current services or of potential new services.

Diamond Council of America does not sell, rent, or lease its customer lists to third parties. Diamond Council of America may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, Diamond Council of America may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. Such third parties are prohibited from using your personal information except to provide these services to Diamond Council of America, and they are required to maintain the confidentiality of your information.

Diamond Council of America does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent. Diamond Council of America keeps track of the websites and pages you visit within Diamond Council of America, in order to determine what



Diamond Council of America products and services are the most popular. This data is used to deliver customized content and advertising within Diamond Council of America to customers whose behavior indicates that they are interested in a particular subject area.

Diamond Council of America websites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on [www.diamondcouncil.org](http://www.diamondcouncil.org) or the site(s); (b) protect and defend the rights or property of Diamond Council of America (including enforcing this agreement); and, (c) act under exigent circumstances to protect the personal safety of users of Diamond Council of America sites, or the public.

### **Use of Cookies**

The Diamond Council of America family of websites use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies are not used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Diamond Council of America pages, or register with Diamond Council of America site(s) or services, a cookie helps Diamond Council of America to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Diamond Council of America website, the information you previously provided can be retrieved, so you can easily use the Diamond Council of America features that you customized. You have the ability to accept or decline cookies.

Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Diamond Council of America services or websites you visit.



If you provide Diamond Council of America with user information, you have the following rights with respect to that information:

- To review the user information that you have supplied to us
- To request that we correct any errors, outdated information, or omissions in user information that you have supplied to us
- To request that your user information not be used to contact you
- To request that your user information be removed from any solicitation list that we use
- To request that your user information be deleted from our records and
- To opt out of being solicited by this website or third parties

If you request that your user information be deleted from our records, there may be a brief delay in our processing that request, while we verify that the request is valid and originates from you as opposed to an unauthorized third party. If you request that your information be deleted, we reserve the right to terminate and/or limit your access to the Diamond Council of America website. To exercise any of these rights, please contact us at [info@diamondcouncil.org](mailto:info@diamondcouncil.org).

## **Security of Your Personal Information**

No method of safeguarding information is 100% secure. Diamond Council of America uses a variety of security technologies and procedures to help protect your personal information from unauthorized access, use or disclosure. Diamond Council of America secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Diamond Council of America will occasionally update this Statement of Privacy to reflect company and customer feedback. Diamond Council of America encourages you to periodically review this Statement to be informed of how Diamond Council of America is protecting your information. When such a change is made, we will update the "Last Updated" date above.

## **Enforcement of This Privacy Statement**

If you have questions about this statement, first contact us at [info@diamondcouncil.org](mailto:info@diamondcouncil.org). If you do not receive acknowledgement of your inquiry or we have not addressed your inquiry to your satisfaction, you should then contact us at 1 (877) 283-5669.

## **To Unsubscribe From Diamond Council of America**

You may unsubscribe from Diamond Council of America marketing communications by clicking on the "unsubscribe" link located on the bottom of the company's emails. Additionally, you may unsubscribe by contacting Diamond Council of America Support at 1 (877) 283-5669.

## **Contact Information**

Diamond Council of America welcomes your comments regarding this Statement of Privacy. If you believe that Diamond Council of America has not adhered to this Statement, please contact Diamond Council of America at [info@diamondcouncil.org](mailto:info@diamondcouncil.org). We will use commercially reasonable efforts to promptly determine and remedy the problem. Diamond Council of America is located at 120 Broadway, Suite 2820, New York, NY 10271. We can be reached by phone at 1 (877) 283-5669.

## **Complaints Policy**

DCA will review in a timely and fair manner any complaint it receives from a student. Complaints may be about any aspect of DCA's program, services, operations, staff, or management. They may be submitted verbally (in person or by phone) or in writing (via email, fax, or mail).

DCA will review within five business days complaints that do not directly involve staff or management personnel. For other complaints, the review will be made within ten business days in order to allow the staff or management member sufficient opportunity to provide a response to the complaint.

DCA will notify the student in writing of the results of the review, and will take any necessary follow-up action. DCA will also inform the student about where and how he or she may file a complaint with DCA's accrediting agency or other appropriate agencies.

**Accrediting Agency:**

Distance Education Accrediting Commission (DEAC)

1101 yth Street NW, Suite 808

Washington, DC 20036

Phone: (202) 234-5100

Fax: (202) 332-1386

Website: [www.deac.org](http://www.deac.org)

Online Complaints: <http://www.deac.org/Student-Center/Complaint-Process.aspx>



**Better Business Bureau Online Complaint System:**

<https://www.bbb.org/consumer-complaints/file-a-complaint/get-started>

## Board of Directors

DCA's Board of Directors has complete and sole authority for the institution's oversight. All Directors work in the jewelry industry.

Chairman  
Bill Luth  
Sterling Jewelers Inc.  
Akron, OH

Secretary/Treasurer  
Steve Velasquez  
Samuels Jewelers  
Austin, TX

Vice President  
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Fred Meyer Jewelers  
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Director  
Todd Chandler  
Helzberg Diamonds  
North Kansas City, MO

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Rapid City, SD

Director  
Chuck Kuba  
Iowa Diamond  
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Tony Lum  
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Director  
Kate Peterson  
Performance Concepts  
Montgomery Village, MD

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New York, NY

Past Chairman  
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Absolute Brilliance  
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President/CEO  
Terry Chandler  
Diamond Council of America  
Nashville, TN

Director of Operations  
Lissa Roussel  
Diamond Council of America  
Nashville, TN

## Staff and Faculty

DCA works with a small staff and faculty, but we are totally dedicated to the success and satisfaction of our students. As a result, when asked if they are satisfied with their studies with DCA, over 99% of our graduates give a positive response.

Terry W. Chandler  
President / CEO

Lissa Roussel  
Director of Operations

Kristen Scheetz  
Education Department Supervisor

Kate Peterson  
Educational Consultant

Chris Mitchell  
Tech Specialist

Mike Ross  
Instructor