

## GENERAL REGULATION

### ALBERTA FUNERAL SERVICE CODE OF CONDUCT

All persons licensed under the Funeral Services Act, referred to herein collectively as “funeral professionals”, have responsibilities to their profession, their colleagues, the families they serve and to the public at large.

To carry out these responsibilities funeral professionals must recognize that businesses operate within a framework of competition and cooperation. All efforts must be made to ensure each funeral home conducts itself honestly and in a professional manner, demonstrating respect for colleagues. This professional respect will maintain and enhance public confidence and understanding in the funeral profession and funeral professionals.

Funeral professionals must recognize the need to compete on merit and not by attempts at discrediting or disparaging colleagues. In accordance with this responsibility, funeral professionals will act at all times in accordance with the standards set out below.

#### **A. In Matters of Professional Conduct and Cooperation Funeral Professionals will:**

1. Adhere to Municipal, Provincial and Federal laws and regulations.
2. Respect the faiths, beliefs and customs of both the families they serve and the public at large.
3. Respect the role of the clergy and adhere to the policies, rules and regulations of the church in which the funeral service is to take place.
4. Conduct all business in a professional manner with all personnel, families served, colleagues, service providers, suppliers and the public at large.
5. Ensure that all personnel are properly trained for their duties and encourage an environment of “life long learning”.
6. Encourage and foster an open line of communication with all agencies to better serve families in a professional and timely manner.

#### **B. In Matters of Accountability to the Families Funeral Professionals will:**

1. Uphold in the strictest confidence matters and aspects pertaining to the family of the deceased.
2. Provide a range of options to the family regarding types of funeral services offered and selection of merchandise.

3. Advise families of all aspects of the funeral service both verbally and in written form to ensure they have complete understanding of the expenses being incurred.
4. Ensure that all verbal or written requests from the family are fulfilled whenever professionally acceptable.
5. Inform the family of death benefits that may be available through various government and private agencies.
6. Demonstrate professional conduct when family members are indecisive about choosing one funeral home over another.
7. Demonstrate professional co-operation when one funeral home has been called to transfer human remains from a place of death and the family has requested another funeral home to handle the arrangements. Business transactions resulting from this situation should be expedited between the two funeral homes in a mutually equitable and professional manner. This transaction should not cause undue hardship to the family being served.

**C. To Show their Respect for the Deceased All Funeral Professionals will:**

1. Demonstrate care and respect for the deceased entrusted to their care.
2. Ensure that during the embalming of the deceased, only employees of the funeral home, authorized licensed personnel or registered trainees are in attendance.

**D. To Ensure a High Standard of Operation and Maintenance of Each Funeral Services Business All Funeral Professionals Must Recognize that:**

1. The business manager is accountable for maintaining a high professional standard in the operation, management, and maintenance of the funeral services business.
2. All funeral service professionals have a responsibility to ensure that all personnel of the funeral services business are aware of and act in accordance with this Code of Conduct at all times.