

Guideline for Selling Gift Certificates

The selling of a gift certificate for massage therapy services can present some professional and ethical issues. The College has a responsibility to regulate massage therapists and protect the public's perception of and trust in the profession. It is not, however, the College's intention to unduly restrict the freedom of expression of its members.

This guideline has been developed to assist members with ensuring that consideration is given to the professional and ethical issues that may arise if it is determined that selling gift certificates meets the needs of your clients and improves access to massage therapy services.

It is hopeful that members will consider the following issues when selling gift certificates to resolve the professional and ethical issues:

- Do you have internal policies and guidelines which govern the purchase and redemption of the gift certificate?
- Have you provided the purchaser of the gift certificate with details of these policies or guidelines?
- Does your gift certificate look professional?
- What happens in terms of redemption of a gift certificate if you change your practice location?
- Is the gift certificate offered by your employer or owner of the practice location? How does this affect you?
- Is your expiry date reasonable?
- How will you promote the sale of gift certificates without unduly influencing your client for your own financial gain (as a massage therapist you are in a position of trust and should not use your position to influence your clients)?
- How will you sell a gift certificate so as not to breach client confidentiality?

Careful consideration of these issues may help prevent or reduce misunderstandings with your clients.

Adopted by Council
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