WORLD GOLD COUNCIL

World Gold Council launches Gold Dealer Assurance Standard

LONDON, 19 August 2026 – Today, the World Gold Council launched the Gold Dealer Assurance Standard (GDAS)™, a new global framework designed to strengthen trust and transparency in the retail gold market. Developed in consultation with industry and with support from the British Standards Institution (BSI), the Standard is a set of globally recognised best practices for gold dealers.

Later this year, BSI will launch the Gold Dealer Assurance Programme (GDAP) ™, giving gold dealers and wholesalers the opportunity to be assessed against the Standard. Once GDAP opens, independent accredited auditors will assess participating gold dealers across eight core areas, including fairness and integrity, regulatory compliance, and responsible sourcing. Dealers that successfully complete the voluntary assessment demonstrate their commitment to high standards of governance, customer protection and responsible business practices.

Retail investors purchase around 1,200 tonnes of gold bars and coins annually, representing approximately 25% of global gold demand. Bar and coin demand reached a 12-year high in 2025, demonstrating the resilience of physical gold investment even amid record gold prices. However, World Gold Council research indicates that trust is one of the biggest barriers for investors considering gold. If the industry adopts the new Standard and assurance framework, it will help address this trust gap by giving investors greater confidence when purchasing gold and establishing a consistent benchmark for reputable dealers worldwide.

David Tait, Chief Executive Officer, World Gold Council, said:

"Improving trust in gold is essential to maintaining strong demand across retail and all sectors of the market. The Gold Dealer Assurance Standard is our latest initiative to build greater trust in gold and, for the first time, establish a globally recognised benchmark for responsible business practices across the retail gold market. By providing independent assurance against consistent standards, we believe it will help strengthen consumer confidence, support reputable dealers and raise standards across the industry."

“The World Gold Council expects the Gold Dealer Assurance Standard to become the reference point for investors seeking trusted providers of physical gold, while supporting dealers with an internationally recognised framework that demonstrates operational excellence and responsible business practices.”

Susan Taylor Martin, Chief Executive, BSI, said:

"It is fantastic to see the Gold Dealer Assurance Program come to life, especially after so much input and collaboration with the industry along the way. This is a vital step towards giving investors

greater confidence in the businesses they choose to buy from, boosting an important global market. Assurance to this scheme will show that gold dealers have demonstrated a clear commitment to doing business responsibly and putting customers first."
BSI will independently operate GDAP. It will conduct audits, make assurance decisions, and award the GDAP trust mark to dealers that pass the audit. It will launch the audit programme in the fourth quarter.

You can find out more about the Gold Dealer Assurance Standard here. Visit the BSI programme website to find out more and pre-register interest here: **gdap.bsigroup.com**.

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Notes to editors

About the World Gold Council

We are a membership organisation that champions the role gold plays as a strategic asset, shaping the future of a responsible and accessible gold supply chain. Our team of experts builds understanding of the use case and possibilities of gold through trusted research, analysis, commentary and insights. We drive industry progress, shaping policy and setting standards for a perpetual and sustainable gold market.

You can follow the World Gold Council on X at @goldcouncil and on LinkedIn.

About the Gold Dealer Assurance Standard (GDAS)™

The Standard applies to retail gold dealers and gold wholesalers that supply retail gold bullion products, including gold bars, coins and rounds, graded coins that are not considered numismatics or collectibles, and vaulted gold products and services. Participation is voluntary and will be awarded only following successful independent assessment against the Standard's requirements.

To incorporate industry perspectives, the Standard was developed through an extensive consultation process involving more than 60 participants across 16 countries, generating over 120 consultation responses from across the global gold market. It is expected that the Standard will evolve over time as market practices and regulatory expectations continue to advance.

About BSI

BSI is a global professional services company, providing training, assurance, certification and consultancy services worldwide. We partner with more than 77,500 clients globally to make the world safer, more secure and more sustainable by building trust in the things that matter most.

In the UK, BSI is appointed by Government as the National Standards Body. In this remit we play a vital role in shaping best practice across a range of industries. Our 14,000 committee members contribute to standards that underpin global trade and help organizations not only access new markets but also accelerate innovation.

For 125 years, we have helped turn good intentions into reliable outcomes that have a positive impact, guided by a simple belief: progress only works when it is safe, consistent and credible. From standardizing steel beams in 1901 to protecting society with helmet safety standards or leading the way in AI, net zero, and the next generation of global best practice – BSI works across society and industry to improve performance, reduce risk and drive sustainable growth.

Standards are voluntary, practical tools that capture shared best practice and provide a common language. BSI develops standards through collaboration and consensus, bringing together unmatched expertise across industry, government, consumers and academia. We then help organizations adopt, embed and demonstrate best practice through assurance, certification, training and insight — turning shared agreement into measurable impact. While we operate commercially, we are purpose-driven: reinvesting in our mission to serve the public good.

As BSI marks its 125th year, we continue to evolve what we do to keep pace with emerging technologies, new risks and changing societal expectations.