



INTERNATIONAL DETAILING ASSOCIATION

## About The IDA

The International Detailing Association is the leading industry association for professional detailing operators, suppliers and consultants to the industry. The association is dedicated to promoting the value of professional detailing services, the recognition of professional detailing as a trade, and empowering detailing industry professionals at each stage in their career.

## Certified Detailer Program

### What is it?

The Certified Detailer (CD) designation is a great achievement and demonstrates a basic mastery of the knowledge and applied skills needed by the detailing professional. The pride of earning the CD designation places that detailing professional among a group at the top of their profession. Although certification is somewhat costly and requires a sustained commitment, it has many benefits for detailers and their customers. CDs have not only demonstrated competency, but they have shown determination and commitment in completing the certification process. They are typically dedicated individuals who believe strongly in improving themselves and their profession.

Certified Detailer Skills Validated (CD-SV) represent the four primary categories that each candidate must demonstrate their “hands on” ability to perform. The detailer must perform each phase of the testing in person with the examiner, on their own and meet the minimal proficiency expected in order to pass. The exam is presented in a scenario-type format to afford the detailer the opportunity to demonstrate the abilities expected of the advanced detailing professional.

## Members Code of Ethics

### THIS DETAIL BUSINESS ADHERES TO THE IDA CODE OF ETHICS:

#### I. My Commitment to Professionalism:

- A. To strive to operate with the highest standards while providing quality detail services through the use of professional car care products, equipment, and techniques;
- B. To endeavor to maintain a professional, trustworthy, and well-trained personnel; and,
- C. To continuously pursue service improvement by seeking out continuing training and education.

#### II. My Commitment to the Customer:

- A. To recommend to the customer only those services needed to properly recondition the vehicle to the customer’s specification;
- B. To treat all customers fairly throughout the service event;
- C. To exercise all reasonable care for the customer’s vehicle and personal property while in my custody; and,
- D. To endeavor to meet or exceed the customer’s expectations.

#### III. My Commitment to Compliance:

- A. To adhere to all local, state, and federal regulations governing the operation of a professional detailing business;
- B. To obtain and maintain all licenses and permits required by law;
- C. To meet and exceed all applicable regulations that ensure the safety of personnel; and,
- D. To obtain all necessary and appropriate insurance coverage.

#### IV. My Commitment to the Industry:

- A. To contribute to the elevation of standards within the detailing industry;
- B. To actively support, contribute to, participate with, and uphold the standards of the International Detailing Association; and,
- C. To uphold the integrity of all members of the International Detailing Association.

#### V. My Commitment to the Environment:

- A. To continually strive to reduce waste as well as the consumption of natural resources;
- B. To minimize the use of hazardous and dangerous chemicals whenever possible; and,
- C. To adhere to the tenets of the Clean Water Act by preventing non-compliant discharge of wastewater and contaminants.