JOUWELL

CHECKED IN MONTREAL

CUSTOMER GUIDE

Your Jouwell guide

Quick answers, from choosing your diamond to opening the box.

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Jouwell in one minute

The essentials, on one page.

CERTIFIED
Every diamond comes with a certificate from GIA, IGI or HRD

CHECKED IN MONTREAL
Our gemologist checks every diamond before it ships to you

HELD, NOT CHARGED
At checkout your card is held. We charge it only once your diamond is confirmed

15 BUSINESS DAYS
Delivery within 15 business days of confirmation, free and insured, anywhere in Canada

SIGNATURE REQUIRED
A signature is required on delivery, so no post office boxes

RETURNS
Lab-grown diamonds marked "Returnable – 5 days" can be returned for free. Every other diamond is final sale

? How does buying from Jouwell work?

You choose a diamond, we confirm it with our supplier, our gemologist checks it in Montreal, and we ship it to you insured.

1 · RECEIVED	2 · CONFIRMED	3 · TO MONTREAL	4 · SHIPPED	5 · DELIVERED
You order; your card is held ▶	Your card is charged ▶	Checked by our gemologist ▶	Tracking number ▶	Signature at your door
✉ email	✉ email	–	✉ email	✉ email

Shipping and delivery · jouwell.com/shipping →

Choosing your diamond

Every diamond on jouwell.com has a certificate, a 360° video and a Diamond Score.

? Natural or lab-grown: what's the difference?

Origin and price. A lab-grown diamond is a real diamond, with the same crystal structure, hardness and fire as a diamond formed in the earth.

- A lab-grown diamond lets you choose a larger stone or higher grades for the same budget. A natural diamond is rare, formed by nature over billions of years.
- The certificate always says which one it is. It isn't cubic zirconia or moissanite.
- Only lab-grown diamonds can be "Returnable – 5 days".

Lab-grown diamonds · jouwell.com/lab-grown-diamonds →

Natural diamonds · jouwell.com/natural-diamonds →

? Is every diamond certified?

Yes. Every diamond comes with a certificate from an independent gem lab: GIA, IGI or HRD.

- To check it, enter its number on the lab's own website (GIA Report Check, IGI Verify Your Report or HRD's search).
- Most diamonds also carry a laser inscription of the certificate number. Our gemologist checks it in Montreal before every diamond ships.

? What is the Jouwell Diamond Score?

A score out of 100 for how well a diamond is cut and how white and clean it looks for its size and shape.

- Cut counts for 45%, colour for 30% and clarity for 25%.
- It's our own assessment, not a lab grade. Always rely on the certificate.

The Diamond Score · jouwell.com/diamond-score →

? Can I see the diamond before I buy?

Yes, online. Every diamond has a 360° video of the exact stone, its certificate and its Diamond Score.

- Jouwell sells online only and has no showroom. We don't offer in-person viewings or video calls, but our gemologist answers any question in writing, or by phone, text or WhatsApp (How do I reach you? → p. 15).

? Can someone help me choose?

Yes, for free. Tell us your budget and shape: within 1 business day, you see three diamonds side by side, plus the one we'd pick.

Help me choose · jouwell.com/help-me-choose →

? Can you find a diamond that isn't on the site?

Often, yes. Tell us what you're looking for and our gemologist will search for it.

? Can I compare diamonds?

Yes. Add up to 3 diamonds to Compare to see their grades, measurements, prices and Diamond Scores side by side.

? Do you sell engagement rings?

Jouwell sells loose diamonds only.

- Once you've chosen your stone, we can refer you to Sawaiia for custom engagement ring design, or your own jeweller can set it.

? Can I save diamonds I like?

Yes: tap the heart on any diamond.

- Without an account, your favourites are kept on this device. Log in to keep them everywhere.
- A saved diamond is not reserved: it can sell at any time. If you love a stone, order it.

Prices and taxes

? What does the price include?

Prices are in Canadian dollars and include insured shipping and duties. Sales taxes are added at checkout.

? Which taxes will I pay?

The taxes of the province you ship to, shown at checkout before you pay.

PROVINCE	TAXES
Quebec	GST 5% + QST 9.975% (14.975% in total)
Ontario	HST 13%

PROVINCE	TAXES
Nova Scotia	HST 14%
New Brunswick, Newfoundland and Labrador, PEI	HST 15%
British Columbia	GST 5% + PST 7%
Manitoba	GST 5% + RST 7%
Saskatchewan	GST 5% + PST 6%
Alberta, Northwest Territories, Nunavut, Yukon	GST 5%

? Is the price negotiable?

No. Our prices are set fairly and shown openly. We don't negotiate.

? Do you offer financing?

Not at this time. You can pay with your credit card, including any instalment plan your card issuer offers.

Buying and paying

? Is it safe to buy a diamond from Jouwell?

Yes. Jouwell is a Montreal business: every diamond is certified, filmed in 360°, checked by our gemologist and shipped insured.

? How do I buy a diamond?

Add it to your cart, tick the box that confirms its return policy, then pay by credit card on our secure checkout.

1. On the diamond's page, press Add to cart.
2. In your cart, tick the box: you understand the diamond's return policy ("Returnable – 5 days" or "Final sale") and that your card is held, then charged once the diamond is confirmed.
3. Continue to checkout and enter your delivery address and card.
4. Your order confirmation arrives by email from info@jouwell.com.

? Can I order more than one diamond?

Each order is for one diamond. For a second diamond, place a second order.

? Do I need an account to buy?

No. You can check out as a guest.

? How do I pay?

By credit card at checkout: all major cards are accepted through our secure payment system.

- We never see or store your full card number.

? When is my card charged?

At checkout the amount is held on your card, not charged. We complete the payment only once our supplier confirms your diamond.

- That's usually within two business days. Our "Your diamond is reserved for you" email tells you.
- If the diamond is no longer available, we release the hold and you pay nothing.

? Can I reserve a diamond?

Not for now. Saving a diamond to your favourites keeps it handy, but doesn't reserve it, and it can sell to another buyer. If you love a stone, order it.

? Do you sell outside Canada?

No. We ship anywhere in Canada, but not outside Canada.

After you order

? What happens after I order?

We confirm the diamond with our supplier, charge your card, and our gemologist checks it in Montreal before it ships to you, insured. You get an email at each step.

1 · RECEIVED	2 · CONFIRMED	3 · TO MONTREAL	4 · SHIPPED	5 · DELIVERED
Card held, not charged	Card charged, dates given	Checked against its certificate	Tracking number	Signature
✉ Order received	✉ Diamond reserved for you	no email	✉ Checked and shipped	✉ Your diamond has arrived

? Which emails will I receive?

Four: "Order received", "Your diamond is reserved for you", "Checked and shipped" (with your tracking number and your invoice) and "Your diamond has arrived".

- They come from info@jouwell.com. Don't see one within a few minutes? Check your junk or spam folder.
- If something changes, like a delay, we email you too. Reply to any of them with a question.

? Why does my diamond go to Montreal first?

So our gemologist can check it against its certificate and its laser inscription before it ships to you.

- If a diamond doesn't pass our check, we don't send it. You choose: a full refund, or a similar stone our gemologist suggests.

? Where is my order?

Log in and open My account → Orders: it shows where each order stands. Your latest email tells you too, and once it ships, the "Checked and shipped" email gives your tracking number.

- Still unsure? Contact us with your order number: it's in your confirmation email (How do I reach you? → p. 15).

? Can I cancel my order?

Contact us right away. Before our supplier confirms the stone, we can cancel and release the hold on your card. Once confirmed, the return policy for that diamond applies.

Contact us · jouwell.com/contact →

? Can I change the delivery address?

Contact us as soon as possible: choose "My order or a return", then "Change the delivery address".

Delivery

? How long does delivery take?

Within 15 business days of confirmation.

- Your "Your diamond is reserved for you" email gives the expected date.

? Can you rush my order?

We can't rush delivery. Allow up to 15 business days after confirmation, and order at least four weeks before your date.

? How much is shipping?

Nothing. Shipping is free anywhere in Canada and any import duties are already paid by us. There's nothing to pay at the door.

Shipping and delivery · jouwell.com/shipping →

? Who delivers my diamond?

FedEx or Purolator, insured. We email you the tracking number.

? Does someone need to sign?

Yes. A signature is required on delivery, so we can't ship to a post office box.

? What if no one is home?

The courier won't leave the parcel at the door. It leaves a notice: call us or reply to the "shipped" email, and we'll help you reschedule or pick it up at a courier location.

- Collect it quickly, and bring photo ID.

? I'm planning a surprise.

Choose a delivery address where your partner won't open the parcel.

? What's in the box?

Your diamond, its certificate, your invoice and our gemologist's quality check card.

- You can also download your invoice any time under My account → Orders.

Returns and final sale

? Can I return my diamond?

Only if it's marked "Returnable – 5 days": you can return it within 5 days of delivery, for free. "Final sale" means it can't be returned or exchanged.

- Only lab-grown diamonds can carry "Returnable – 5 days", and only when our supplier accepts the stone back.
- All natural diamonds are final sale, and so are some lab-grown diamonds.

Returns and final sale · jouwell.com/final-sale →

? How do I know if a diamond is returnable?

You'll see the label on the diamond page, in the search, in your cart and at checkout.

- In the search, use the "Returnable only" filter.

? How do I return a diamond?

Tell us within 5 days of delivery; we send you a free, insured label.

1. **Tell us within 5 days** of delivery (the date the courier records). Choose "My order or a return" and give your order number.
2. **We send you a free label**: prepaid and insured, to our Montreal office.
3. **Send it back as you received it**: loose and unaltered, with its certificate and the packaging it came in.
4. **Our gemologist inspects it.**
5. **You get your money back** (When do I get my money back? → p. 11).

? When do I get my money back?

Once the diamond passes inspection, we refund the full price to your original card within 5 business days. Your bank may take a few more days to show it.

- Nothing is deducted from your refund: no restocking fee and no shipping charge.

? Can I exchange my diamond?

We don't do exchanges. If your diamond is returnable, return it and order the one you prefer.

? Can I return a diamond after setting it?

No. A returnable diamond must come back loose and unaltered.

If something goes wrong

? My diamond is no longer available.

It was sold elsewhere before our supplier could reserve it for you. We release the hold on your card and you pay nothing.

- Our gemologist picks up to 3 similar diamonds in the same budget. If one suits you, reply and we place a new order. No obligation.

? My diamond didn't pass your check.

We don't send it. We tell you, and you choose: a full refund, or a similar stone our gemologist suggests.

- A refund usually reaches your card within 5 to 10 business days, depending on your bank.

? My order is taking longer than planned.

We email you as soon as we know, with the new expected date.

? My parcel is late, lost or damaged.

Contact us right away. Every parcel is insured, and we'll make it right.

- If it arrived damaged, keep the box and every paper, and take photos.

? I didn't get my confirmation email.

It comes from info@jouwell.com. Check your junk or spam folder.

- Still nothing? Contact us with your name and the date of your order.

? My card was declined.

No order was made. Check your card details or try another card; if it keeps failing, call your bank.

Your account

? What can I do in my account?

Follow your orders and download your invoices, and keep your favourites, saved searches, addresses, profile and Help me choose comparisons.

Your account · jouwell.com/account →

? How do I log in, or reset my password?

Click "Log in" at the top of any page. Forgot your password? Click "Log in", then "Forgot password?".

- To change the email you log in with, write to info@jouwell.com.

? Where can I see my orders and invoices?

Log in and open My account → Orders. Each order shows its number, the diamond, the date, the total and where it stands: Received, Confirmed, On its way to Montreal, Shipped, Delivered.

- Your invoice (PDF) appears there when your diamond ships.
- Ordered as a guest with the same email? The order shows once your email is verified.
- We also email you at each step, from confirming your diamond to delivery.

My orders · jouwell.com/account/orders →

? How do I delete my account?

In your account, open "Profile & settings" and delete your account (you type DELETE to confirm). It can't be undone.

- It deletes your profile, addresses, favourites, saved searches and Help me choose comparisons, and closes your login.
- Records of orders are kept, as tax law requires, and so are messages you sent us and the record of your newsletter consent.

? Do you share my information?

We never sell your data. Our diamond suppliers don't receive your name or address: every diamond is ordered to our Montreal office.

- You can ask us to see, correct or delete your information at any time.

Privacy policy · jouwell.com/privacy →

? How do I stop the newsletter?

Click "Unsubscribe" at the bottom of any newsletter, or turn it off in "Profile & settings".

- Emails about your orders are sent either way.

? Can I be served in French?

Yes. Our site, our emails and our gemologist work in English and in French.

Help me choose

? What is Help me choose?

Tell us your budget and shape. Within 1 business day, you see three certified diamonds side by side, each with its 360° video, its score and a plain-words comment, plus the one we'd pick.

- Only your budget (sales tax included) and your province are required. It takes about 2 minutes.

Help me choose · jouwell.com/help-me-choose →

? Is Help me choose free?

Yes. Free, with no obligation, in English or French.

? Will you ship me three diamonds?

No. You get a comparison in your free Jouwell account, plus a PDF. You order only the one you choose, if you choose one.

? Are the prices guaranteed?

Yes, until the date and time shown on your comparison, while the diamond is available.

- We don't reserve these diamonds: each one is one of a kind and can sell at any time. We check them every hour and tell you if anything changes.

? How do I choose one of the three?

Press "Choose" under the diamond. Your price is locked until we answer; our gemologist confirms it's still available within 1 business day, then emails you a secure link to pay for it.

? None of the three feel right.

Tell us what's missing and we'll prepare one more comparison, free, within 1 business day.

? Can I show my comparison to someone?

Yes: use "Show someone". They see the diamonds and prices, not your account. You can turn the link off at any time.

After delivery

? Who can set my diamond in a ring?

Any jeweller: give them the certificate. For a custom engagement ring, we can refer you to Sawaiia.

? Should I insure my diamond?

Yes: ask your home insurer to add it. Keep the certificate and your invoice.

? How do I clean my diamond?

Warm water, mild soap and a soft brush.

? Can a diamond chip?

Yes, from a hard knock. Store it in its own pouch, away from other jewellery, and keep its papers safe.

Contact us

? How do I reach you?

Call, text or WhatsApp +1 (514) 531-4002, write to info@jouwell.com, or use the contact form.

- Text or WhatsApp is best for short questions and photos.

Contact us · jouwell.com/contact →

? When do you answer?

Monday to Friday, 10 am to 5 pm (Eastern Time). We answer within one business day, in English or French.

- Messages sent on a weekend are answered on Monday.

? How do I send you photos?

Email them to info@jouwell.com with your order or reference number in the subject, or send them by text or WhatsApp.

? Can I visit you?

Jouwell sells online only and has no showroom. Our Montreal office is where every diamond is checked.