



STAA Code of Conduct

Protecting hosts and guests

STAA members will:

- ensure that corporate contact information is clearly visible on their websites;
- provide guests with dedicated contact details to register complaints or report any issues during their stay;
- ensure that terms and conditions are easily available on their websites, including cancellation and deposit protection policies;
- have processes in place to remove fake listings once notified by the appropriate authorities;
- delist any host found to be acting in a discriminatory way to potential guests once notified by the appropriate authorities;
- have processes in place to help prevent fraud such as identity verification of hosts and guests;
- provide hosts with guidance on how to protect themselves against fraud;
- protect the personal data of hosts and guests in accordance with data protection and privacy law;
- regularly inform hosts of their legal obligation to undertake regular Fire Safety Assessments and show due diligence with regards to fire safety;
- regularly inform hosts of their legal obligations with regard to health and safety regulation;
- encourage hosts to provide guests with information on how to respond in emergency situations e.g. emergency services numbers and instructions on how to exit buildings safely in case of fire;
- delist guests who have been proven to be in serious breach of their terms and conditions, for example committing fraud or causing major damage;
- regularly inform hosts to check that their insurance policy covers short-term letting;
- provide hosts with an overview of their hosting activity to assist them with their tax obligations, while recognising that ultimate responsibility for complying with individual tax obligations lies with the host.
- Maintain total transparency over what costs have been deducted from hosts for services rendered, including commission, cleaning fees, etc.



Supporting enforcement

STAA members will:

- work via STAA with local authorities to raise awareness of local rules through educational initiatives, in particular emphasising that sub-letting council properties is an offence;
- work via STAA to provide hosts seeking planning permission with contact information for relevant local authorities;
- provide hosts with easy access to information on local regulations so that they are aware of their obligations, either on their own website or by directing them to the STAA website
- encourage hosts that need further clarity on local rules that apply to short-letting to seek guidance from the relevant local authority;
- regularly inform hosts to check any third party agreements that might prohibit short-term letting
- always promote responsible hosting and compliance with local regulations, including in all public advertising campaigns;
- remove any listing proven to be in breach of applicable regulations once notified by the appropriate authorities;
- And pledge not to advertise their products and services in any manner that could encourage user behaviour that is outside of the law or which contradicts the spirit of the law.

Maintaining residential amenity

STAA members will:

- encourage hosts to communicate to guests that primary use of the property is for holiday or business purposes and any other use requires prior permission;
- encourage all guests to be mindful of neighbours when coming in late, to not make excessive noise and to read the 'house rules' which individual owners may have provided;
- encourage hosts that use third parties to provide services in the property to respect neighbours when such services are being performed;
- encourage hosts to display a notice in the property or guest handbook asking guests to respect neighbours;
- encourage hosts to have clear instructions for rubbish and recycling which meet the local guidelines for collection and responsible removal;
- and provide dedicated contact details for members of the public or local authorities to register complaints.



Short Term
Accommodation
Association

Supporting local business

STAA members will:

- encourage hosts to share information with guests about local businesses they can visit, to help promote local growth and tourism.

Representing the industry body

STAA members will:

- When representing the association externally, STAA members will only mention the industry body and agreed industry initiatives, and not comment upon their own company or company initiatives;
- When attending internal and external STAA meetings, members will endeavour to act in the best interests of the industry as a whole, rather than in the best interests of their individual companies;
- When contacted for comment regarding queries that are not specific to their companies members, in addition to speaking to the journalist, should ensure that journalists are encouraged to speak to the STAA as the industry voice, and that STAA PR is put in touch with the journalist wherever possible.