

CODE OF PROFESSIONAL RESPONSIBILITY



Canon 1 **FAIRNESS** *“Golden Rule”*

- No concealment or misrepresentation of material facts
- Respect the rights of others
- Disclose material information including potential conflicts of interest
- Respect relationships with companies represented
- Maintain professional independence

Canon 2 **COMPETENCE** *Continually Improving Knowledge*

- Maintain knowledge, participate in continuing education
- Refrain from giving advice beyond one's expertise

Canon 3 **CONFIDENTIALITY** *Protect Information*

- Safeguard client information
- Safeguard company/employer information
- Ensure that agents/employees also protect information

Canon 4 **INTEGRITY** *Always place client's interest above one's own*

- Avoid harm to others
- Maintain honorable relationships with others
- Adhere to spirit and letter of laws and regulations
- Be truthful and candid in all communications
- Avoid using Society designations in misleading manner

Canon 5 **DILIGENCE** *Prompt and thorough*

- Act promptly with competence and consistency
- Make recommendations only after sufficient evaluation
- Properly supervise subordinates

Canon 6 **PROFESSIONALISM** *Help raise professional standards*

- Know and abide by the laws and regulations
- Support development and enforcement of laws, regulations and codes of ethics
- Respect other professionals
- Cooperate with authorities in investigations

Canon 7 **SELF-REGULATION** *Uphold and facilitate enforcement of the Code*

- Know and abide by the rules of this Code
- Do not sponsor a candidate who violates this Code
- Do not condone acts by other members that violate this Code
- Notify Society if you are in violation
- Notify Society of any revocation or suspension of license
- Report information concerning an alleged violation to the Society
- Report to Society any unauthorized use of approved Society designation

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