

# **CODE OF VENICE**

## **A Personal and Professional Integrity**

1 It is understood that by personal integrity is meant the maintenance of both high moral standards and a sound reputation. By professional integrity is meant observance of the Constitution rules and, particularly, the Code as adopted by IPRA.

## **B Conduct towards Clients and Employers**

1 A member has a general duty of fair dealing towards his/her clients or employers, past and present.

2 A member shall not represent conflicting or competing interests without the express consent of those concerned.

3 A member shall safeguard the confidences of both present and former clients or employers.

4 A member shall not employ methods tending to be derogatory of another member's client or employer.

5 In performing services for a client or employer a member shall not accept fees, commission or any other valuable consideration in connection with those services from anyone other than his/her client or employer without the express consent of his/her client or employer, given after a full disclosure of the facts.

6 A member shall not propose to a prospective client that his/her fees or other compensation be contingent on the achievement of certain results; nor shall he/she enter into any fee agreement to the same effect.

## **C Conduct towards the Public and the Media**

1 A member shall conduct his/her professional activities with respect to the public interest and for the dignity of the individual.

2 A member shall not engage in practice which tends to corrupt the integrity of channels of public communication.

3 A member shall not intentionally disseminate false or misleading information.

4 A member shall at all times seek to give a faithful representation of the organisation which he/she serves.

5 A member shall not create any organisation to serve some announced cause but actually to serve an undisclosed special or private interest of a member or his/her client or employer, nor shall he/she make use of it or any such existing organisation.

#### **D Conduct towards Colleagues**

1 A member shall not intentionally injure the professional reputation or practice of another member. However, if a member has evidence that another member has been guilty of unethical, illegal or unfair practices, including practices in violation of this Code, he/she should present the information to the Council of IPRA.

2 A member shall not seek to supplant another member with his employer or client.

3 A member shall co-operate with fellow members in upholding and enforcing this Code.

*Neben der Confederation Europeenne des Relations Publiques (CERP), dem Dachverband der europäischen PR-Berufsverbände, hat sich auch die International Public Relations Association (IPRA) als globaler Zusammenschluss von PR-Experten einen Verhaltenskodex gegeben und im Mai 1961 in Venedig verabschiedet.*