

APPENDIX C

The “IPRA Code of Conduct”

Adopted in 2011, the IPRA Code of Conduct is an affirmation of professional and ethical conduct by members of the International Public Relations Association and recommended to public relations practitioners worldwide.

The Code consolidates the 1961 Code of Venice, the 1965 Code of Athens and the 2007 Code of Brussels.

- 1. RECALLING** *the Charter of the United Nations which determines “to reaffirm faith in fundamental human rights, and in the dignity and worth of the human person”;*
- 2. RECALLING** *the 1948 “Universal Declaration of Human Rights” and especially recalling Article 19;*
- 3. RECALLING** *that public relations, by fostering the free flow of information, contributes to the interests of all stakeholders;*
- 4. RECALLING** *that the conduct of public relations and public affairs provides essential democratic representation to public authorities;*
- 5. RECALLING** *that public relations practitioners through their wide-reaching communication skills possess a means of influence that should be restrained by the observance of a code of professional and ethical conduct;*
- 6. RECALLING** *that channels of communication such as the Internet and other digital media, are channels where erroneous or misleading information may be widely disseminated and remain unchallenged, and therefore demand special attention from public relations practitioners to maintain trust and credibility;*
- 7. RECALLING** *that the Internet and other digital media demand special care with respect to the personal privacy of individuals, clients, employers and colleagues;*

In the conduct of public relations practitioners shall:

1. Observance

Observe the principles of the UN Charter and the Universal Declaration of Human Rights;

2. Integrity

Act with honesty and integrity at all times so as to secure and retain the confidence of those with whom the practitioner comes into contact;

3. Dialogue

Seek to establish the moral, cultural and intellectual conditions for dialogue, and recognise the rights of all parties involved to state their case and express their views;

4. Transparency

Be open and transparent in declaring their name, organisation and the interest they represent;

5. Conflict

Avoid any professional conflicts of interest and to disclose such conflicts to affected parties when they occur;

6. Confidentiality

Honour confidential information provided to them;

7. Accuracy

Take all reasonable steps to ensure the truth and accuracy of all information provided;

8. Falsehood

Make every effort to not intentionally disseminate false or misleading information, exercise proper care to avoid doing so unintentionally and correct any such act promptly;

9. Deception

Not obtain information by deceptive or dishonest means;

10. Disclosure

Not create or use any organisation to serve an announced cause but which actually serves an undisclosed interest;

11. Profit

Not sell for profit to third parties copies of documents obtained from public authorities;

12. Remuneration

Whilst providing professional services, not accept any form of payment in connection with those services from anyone other than the principal;

13. Inducement

Neither directly nor indirectly offer nor give any financial or other inducement to public representatives or the media, or other stakeholders;

14. Influence

Neither propose nor undertake any action which would constitute an improper influence on public representatives, the media, or other stakeholders;

15. Competitors

Not intentionally injure the professional reputation of another practitioner;

16. Poaching

Not seek to secure another practitioner's client by deceptive means;

17. Employment

When employing personnel from public authorities or competitors take care to follow the rules and confidentiality requirements of those organisations;

18. Colleagues

Observe this Code with respect to fellow IPRA members and public relations practitioners worldwide.

IPRA members shall, in upholding this Code, agree to abide by and help enforce the disciplinary procedures of the International Public Relations Association in regard to any breach of this Code.

Note: Adopted by the IPRA Board 5 November 2010.