

## **Code of Venice**

Code of Venice on professional conduct Adopted in 1961 and amended in 2009, the Code of Venice is an undertaking of professional conduct by members of the International Public Relations Association and recommended to Public Relations practitioners worldwide.

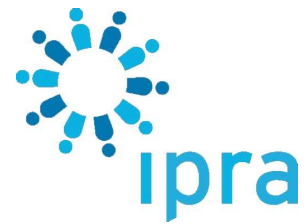
In the conduct of Public Relations practitioners shall:

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

1. Have a general duty of fair dealing towards employers or clients, past and present.
2. Not represent conflicting or competing interests without the express consent of those concerned.
3. Safeguard the confidences of both present and former employers or clients.
4. Not employ methods tending to be derogatory of another practitioner's employer or client.
5. Not, whilst performing services for an employer or client, accept fees, commission or any such consideration in connection with those services from anyone other than the employer or client without the express consent of the employer or client.
6. Not propose to a prospective client that fees or other compensation be contingent on the achievement of certain results nor enter into any fee agreement to the same effect.

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

7. Conduct themselves with respect to the public interest and with respect for the dignity of the individual.
8. Not engage in practice which tends to corrupt the integrity of any channel of communication;
9. Not intentionally disseminate false or misleading information.
10. At all times seek to give a faithful representation of the organisation which the practitioner serves.



11. Not create any organisation to serve an announced cause but which actually serves an undisclosed interest nor make use of any such existing organisation.

### **Conduct towards Colleagues**

12. Not intentionally injure the professional reputation of another practitioner.
13. Not seek to supplant another practitioner with that practitioner's employer or client.

### **Conduct related to digital channels of communication**

14. Act in accordance with the above with special care when using the Internet and other digital media as channels of communication.

### **Sanctions**

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