



THE PHOTO MANAGERS

CODE OF ETHICS

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It is important that The Photo Managers maintain its reputation for honesty, fairness, respect, responsibility, integrity, trust, and sound business judgment. Following is a set of principles for members' conduct with clients, colleagues, and the broader public. As a member of The Photo Managers, you agree to conduct business honestly and ethically and agree to the following:

CODE OF ETHICS

- Serve clients with integrity, competence, and objectivity, and treat them with respect and courtesy
- Offer services in those areas in which the member is qualified and accurately represent those qualifications in verbal and written communications
- Recommend the services of other members and/or other qualified professionals, when unable or unqualified to fulfill requests for services directly
- Advertise services in an honest manner and represent the photo management profession accurately
- Keep confidential all client information, both business and personal
- Make recommendations for products and services with the client's best interests in mind
- Determine and communicate industry-standard fees and expenses directly to the client.
- Seek and maintain an equitable, honorable, and cooperative association with all colleagues, treating them with respect and courtesy
- Respect the intellectual and artistic property rights (professional photographs, materials, titles, and thematic creations) of The Photo Managers, its Members, and other firms or individuals, by not using proprietary information or methodologies without express permission
- Be a credit to the Photo Management industry by acting and speaking with the highest degree of professionalism and integrity.