

## CODE ÉTHIQUE

*Traduction du code éthique de l'Association Internationale des Consultants en Image*

**En cas de litige, seul le texte en anglais fera foi**

Comme état d'adhésion dans AICI, chaque demandeur est requis d'adhérer au Code suivant de l'éthique :

### **ENGAGEMENT**

Selon les conditions des membres de l' AICI, je m'engage et promets de soutenir le code éthique de l'association et d'assurer mes services selon ses directives.

### **OBLIGATIONS ENVERS LE PUBLIC**

Je me conformerai aux lois existantes locales ou nationales de mon Pays, dans le cadre de mes activités professionnelles.

Je prendrai en considération l'impact social et l'incidence sur l'environnement sociale de mes activités professionnelles.

Je n'assumerai aucune responsabilité professionnelle à moins que je sois expérimenté(e), formé(e), ou ayant des compétences pour effectuer le travail demandé.

J'indiquerai avec précision, mes qualifications, formation, expérience et affiliations dans toutes les formes de communication.

### **OBLIGATIONS ENVERS LE CLIENT**

J'établirai clairement l'étendue, la nature du projet ou des services à exécuter et tous les honoraires ou coûts appliqués.

Je remplirai tous les services selon les plus hauts principes de la profession.

Je m'engage à appliquer les règles de confidentialité envers mes clients.

### **OBLIGATIONS ENVERS LA PROFESSION ET L'ASSOCIATION**

Je conduirai toutes affaires de l'association avec honnêteté et intégrité.

Je tiendrai au secret toutes informations confidentielles qui me seront confiées en tant que membre ou représentant de l'association.

J'agirai d'une façon raisonnable et appropriée à tout moment et éviterai les actions qui critiquent ou discréditent l' AICI et la profession de la consultation d'image.

Je maintiendrai une apparence professionnelle qui donne une image positive, honnête de l'association et de la profession.

Je continuerai mon développement professionnel par des actions de formation en améliorant mes qualifications, connaissances et compétences dans les diverses disciplines de la profession d'image en relation avec mon travail de consultant(e)s en image.

J'encouragerai et contribuerai au développement de bonnes relations entre les consultant(e)s en image, le public, les industries et toutes les autres disciplines professionnelles.

Je n'approuverai pas ou ne représenterai pas sciemment une personne non qualifiée et non formée dans le respect de l'éducation, l'information, l'expertise et dont la moralité n'est pas conforme aux codes morales, souhaitant devenir membre ou partenaire de l'AICI.

Je ne ferai pas de discriminations envers toute personne basées sur des facteurs économiques, raciales, minorité ethnique, sexe, style de vie, l'âge, l'état physique ou le pays d'origine.

Je n'utiliserai pas sans permission, la liste des membres AICI et/ou d'autres matériaux pour des gains personnels.

### **OBLIGATIONS ENTRE COLLÈGUES**

Je tiendrai au secret n'importe quelle information confidentielle qui me sera confiée par mes collègues.

Je ne pratiquerai pas de concurrence déloyale ou peu convenable envers d'autres consultant(e)s en image.

Je n'utiliserai pas sans accord express et écrit, les outils, la liste de clients, les titres et les créations thématiques émanant ou créés par d'autres collègues.

Dans le cadre de mes activités professionnelles, je me ferai obligation de n'utiliser que des outils ou documents dont je serai l'auteur ou fournis par ceux qui me rémunèrent.

Je ne causerai pas d'injustice par mes mots ou mes actes pouvant nuire à la réputation d'un autre conseiller(e)s ou à d'autres professions associées.

### **VIOLATION**

En tant que membre d'AICI, je suis soumis(e) à ce code éthique et moral dans ma conduite professionnelle.

Je suis conscient(es) que toutes les violations de ce code et de ses règles, entraîneront des actions disciplinaires qui seront appliquées par AICI selon les règlements, la politique et les procédures de l'association.

## **Standards of Professional Conduct**

### **STANDARD I: FUNDAMENTAL RESPONSIBILITES**

Members shall:

- A. Maintain knowledge of and comply with all applicable laws, rules, and regulations of any government, governmental agency, regulatory organization, licensing agency, or professional association governing the members' professional activities.
- B. Not knowingly participate or assist in any violation of such laws, rules, or regulations
- C. Not undertake any professional responsibilities unless, by training and experience, the member is competent to adequately perform the work required.
- D. Accurately represent qualifications, education, experience and affiliations in all forms of personal and professional communication as prescribed in AICI's Bylaws.

### **STANDARD II: RELATIONSHIP WITH AND RESPONSIBILITES TO THE CLIENT**

Members shall:

- A. Clearly define, verbally or in writing, the scope and nature of the project or services to be performed and all fees or costs involved in the project or services from conception to completion.
- B. Inform clients and prospective clients of any special relationship or circumstances that could be considered a conflict of interest.
- C. Hold client information in confidence, except as compelled by law.

### **STANDARD III: RELATIONSHIP WITH AND RESPONSIBILITES TO THE PROFESSION AND THE ASSOCIATION**

Members shall:

- A. Hold inviolate any confidential information entrusted to me as an officer or representative of the Association.
- B. Not engage in professional misconduct.
  - 1. Members shall not engage in any professional conduct involving dishonesty, fraud, deceit, or misrepresentation or commit any act that reflects adversely on their honesty, trustworthiness, or professional competence.
  - 2. Members shall not engage in any conduct or commit any act that compromises the integrity of any AICI designation or the integrity or validity of the examination or certification applications leading to the right to use an AICI designation.
  - 3. Members shall conduct themselves in the performance of their professional duties and in their performance among professional peers in a manner that supports the Mission, Vision and purpose of AICI and positively reflects the profession of image consulting.
- C. Maintain a professional appearance inclusive of effective and proper hygiene, grooming and neatness in a manner that reflects positively on the Association and the profession.
- D. Continue professional development by upgrading skills, knowledge and competence in the various disciplines of the image profession as related to my business. AICI encourages participation in certification programs including the First Level Certification (AICI), the Certified Image Professional (CIP), and Certified Image Master (CIM), and fulfillment of continuing education units (CEU) as

stipulated for each certification level.

E. Contribute to building professional relationships between image consultants, the public, related industries and other professional disciplines, reinforcing the Mission and Vision of AICI.

F. Not knowingly endorse an individual who is unqualified with respect to education, training, and/or expertise, as per the established Bylaws and membership requirements of the Association.

G. Not discriminate against anyone based upon economic factors, race, creed, ethnic background, gender, age, physical condition or country of origin.

H. Not, without permission, use the printed or online AICI membership directory, mailing list and/or other materials for personal or professional gain.

I. Abide by proper use of professional designations.

1. AICI members may reference their membership only in a proper, dignified and judicious manner.
2. Members who have earned the right to use an AICI designation may use the marks "AICI," or "CIP" or "CIM" and are encouraged to do so but only in a proper, dignified, and judicious manner. The use of the designation may be accompanied by an accurate explanation of the requirements that have been met to obtain the right to use the designation.
3. Members shall not use the "AICI", "CIP" or "CIM" designation on any personal or professional marketing materials without fulfilling the requirements for each level of certification and maintaining the continuing education credits required for certification status.
4. Non-members shall not use the "AICI", "CIP" or "CIM" designation on any personal or professional marketing materials without fulfilling the requirements of each level of certification and maintaining the continuing education credits required for certification status.
5. Members shall identify their membership and certification as prescribed by the AICI Bylaws.
  1. Non-certified members may, on the line directly below their name, identify themselves as "Associate Member of AICI."
  2. Certified members and certified non-members may identify themselves as "Name, AICI," or "Name, AICI, CIP" or "Name, AICI, CIM" depending on the certification achieved.

J. Prohibit against plagiarism.

1. Members shall not, without permission or giving appropriate credit, use materials, client lists, titles and/or thematic creations originated by others. Members will take credit only for work created by them or by those under their paid supervision.

K. Not make reference to the Association on any personal or professional marketing materials without maintaining the status as a paid member in good standing.

#### **STANDARD IV: RELATIONSHIP WITH AND RESPONSIBILITIES TO THE COLLEAGUES**

Members shall:

A. Hold inviolate any confidential information entrusted to them by a colleague, except as compelled by law.

B. Not be a party to any agreement to unfairly and/or inappropriately limit another consultant's access to the marketplace.

D. Not, by word or deed, cause unjust injury to another consultant's reputation and/or business relationship(s).