My organisation, ………………………………………………………………………………………………………………pledges to:

* Act in accordance with the ten globally agreed ethical principles listed below.
* Promote the principles to employees and ensure staff are appropriately trained.
* Be advocates in the profession, promoting principles to clients, partners and stakeholders.
* Walk the talk: be active in our advocacy of both ethical PR and the power of PR in ethics.

Signed: ………………………………………………………

Name: Title:

We commit at all times to abide by the following 10 principles:

1. To work ethically and in accordance with applicable laws;
2. To observe the highest professional standards in the practice of public relations and communications;
3. To respect the truth, dealing honestly and transparently with employees, colleagues, clients, the media, government and the public;
4. To protect the privacy rights of clients, organisations, and individuals by safeguarding confidential information;
5. To be mindful of their duty to uphold the reputation of the industry;
6. To be forthcoming about sponsors of causes and interests and never engage in misleading practices such as “astroturfing”;
7. To be aware of the power of social media, and use it responsibly;
8. To never engage in the creation of or knowingly circulate fake news;
9. To adhere to their Association’s Code of Conduct, be mindful of the Codes of Conduct of other countries, and show professional respect at all times;
10. To take care that their professional duties are conducted without causing offence on the grounds of gender, ethnicity, origin, religion, disability or any other form of discrimination.