

# EMC: Code of Professional Conduct

The European Marketing Confederation (EMC) is a strong peer to peer network of likeminded marketing associations across Europe, where knowledge and experience is shared throughout the network for the benefit of professional marketers and the marketing profession as a whole.

## Maintaining standards

At EMC, we believe that high standards and professional integrity are key to the success of the marketing profession. Developing, setting and maintaining standards within the industry is a vital part of what we do.

All practising professional marketers have a responsibility to observe the highest standards of conduct and integrity, and to uphold the good standing and reputation of the marketing profession.

## 1. Integrity & objectivity

All professional marketers will:

### Integrity

- Act with integrity when dealing with clients, customers, and colleagues, with other marketers and with the general public, so as to bring positive recognition to the profession as a whole.

### Honesty

- Act with honesty, accuracy and truth within their professional activities, avoiding exaggerated claims and unsubstantiated references.
- Abstain from coercion and bribery, and refrain from knowingly associating with any enterprise which uses improper or illegal methods during their business activities.

### Transparency

- Employ transparency within all communication, maintaining clarity, openness and respect at all times.

### Conflicts of interest

- Seek to always avoid conflicts of interest.
  - o Where professional judgement identifies conflicting or competing interests, the individual will withdraw from the activity with immediate effect pending assessment of the conflict.
  - o The individual may proceed only with the express permission of all interested parties following the full and voluntary disclosure of all related matters.

### Responsibility

- Act professionally, ethically and responsibly at all times with regard to customers, the profession, the public and the environment.
- Support responsible consumerism and fair trade.

### Confidentiality

- Respect the confidentiality of information acquired during their business activities and limit its circulation to those who are entitled to receive it, unless doing so is illegal, breaches this code, or comes with proper and specific authority of the owner.
- Be alert to the risks of inadvertent disclosure, including disclosure made via social media channels.
- Be aware of the importance of competitive sensitivity in handling information. Any responsibility for confidentiality of sensitive information does not apply if the information is publicly available.

### Help to uphold & enforce this code

- Co-operate with their country's marketing professional body (where relevant) and the marketing community as a whole in upholding and enforcing professional and ethical conduct.
  - o Whilst avoiding false accusations and ensuring the validity of findings, if an individual becomes aware of illegal or unethical activity of a fellow practising marketer, it shall be their duty to inform the relevant marketing professional body to allow for any available disciplinary proceedings to be conducted.

### **Respect**

- Support the basic right to dignity of all parties, appreciating individual differences, avoiding negative stereotyping, and conducting all business activities with respect for both individual and public interest.

## **2. Professional competence**

All professional marketers will:

### **Maintaining competence**

- Act competently and diligently, employing due care, consideration and accuracy, and maintaining public confidence throughout their professional activities.
- Comply with their responsibility to maintain their professional competence through continuing professional development, seeking awareness and understanding of relevant technical, professional and business advancements, and enhancing the body of knowledge of the profession.

### **Comply with relevant law**

- Have due regard for and fully comply with all the applicable laws for the country in which they are operating.
  - o Where complying with this code conflicts with applicable laws or regulations, those laws and regulations will prevail, and the individual will continue to comply with the remainder of this code.

### **Prevention of injury or harm**

- Not intentionally harm the business, professional reputation or interests of another individual, their business, their professional institute, or the marketing profession.

### **Professional standards**

- Act diligently in accordance with applicable technical and professional standards.

## **3. Professional behaviour**

All professional marketers will:

### **Discrimination**

- Conduct themselves with courtesy and consideration towards all those with whom they come into contact through their business activities, avoiding behaviour which may be considered offensive or discriminatory.

### **Dissemination of false information**

- Not intentionally or recklessly disseminate false, misleading or deceptive information within their business relationships or transactions.

### **Use of institute endorsement and accreditations**

- Represent themselves as having the endorsement of an individual, organisation, institute or other group in connection with an activity only where an explicit agreement is in place.
- Rely only on current associations, qualifications, accreditations, or other achievements that can be demonstrated or verified, when promoting their current knowledge, competence and experience.

### **Handling personal data**

- Protect all personal data obtained or otherwise processed during their business activities, acting with care and diligence at all times. All processing will comply with relevant law.

**The EMC promotes the highest ethical and business standards and encourages practising marketers to be responsible professionals, even if such behaviour is higher than that required by law.**