

PSPA Code of Ethics

Code of Professional Responsibility:

Accepting this code of conduct and ethics as their own, each PSPA member pledges to observe the word and spirit of this code in all of their activities and to conduct their business in accordance with the terms set forth below.

Article 1. PSPA members pledge to observe the highest standard of honesty in all transactions, avoiding the use of false titles, confusing or inaccurate technical terms or descriptions and misleading claims. Members will at all times endeavor to produce only those types of photographs and photographic services that will enhance the prestige of the profession, to apply their best efforts in behalf of the schools, and to play a major part in raising the general standard of school photography.

Article 2. PSPA members will assist and share their knowledge with members of the profession, and encourage fellow members to individually and collectively endeavor to raise the quality of school photography to its highest standard.

Article 3. Each PSPA member shall endeavor to avoid any practices which are damaging to the public or may bring discredit to the Professional School Photography profession.

Article 4. Each PSPA member shall not deny equal professional services to any person for reasons of race, creed, sex or country of national origin. Each PSPA member shall not be party to any plan or agreement to discriminate against a person or persons on the basis of race, creed, sex, disability, or country of national origin.

Article 5. Each PSPA member shall carefully at all times present a true and accurate picture in his advertising and representations to the public. The trade name of the member's business shall be disclosed, and the member shall not interfere with the legal rights of other businesses, such as by unlawfully copying materials or by unfair disparagement of a competitor's products or services. The member shall impress upon all persons and firms with whom the member is associated that this standard applies to them as well.