

Code of Professional Conduct Concerning Clients

All staff, tutors, students, graduates, associates, licensees, members and Fellows of The Coaching Academy agree to:

1. Always conduct themselves to the highest levels of ethics, integrity, accountability and responsibility.
2. Treat all clients and potential clients with absolute dignity, confidentiality and respect as free and equal individuals.
3. Make commercial agreements with clients and potential clients that are fair and will respect all parties to such agreements.
4. Represent true levels of status, title, competence and experience in order not to mislead, misrepresent or defraud.
5. Clearly state to clients and potential clients the terms of any commercial agreement including the expectations of both parties.
6. Make no claims or implications of outcomes that cannot be demonstrated or guaranteed.
7. Obtain written permission from any client or potential client before releasing their names as referees.
8. Respect the absolute rights of the client's confidentiality except as expressly permitted by the client or potential client in writing or as required by law.
9. Recommend different coaches or resources when these will be more appropriate to the client's needs.
10. Refrain from offering professional information or advice that you know to be confidential, misleading or where the accuracy is beyond your competence to assess.
11. Avoid coaching minors (people who have not yet had their 18th birthday) without the express written consent of parent, guardian or teacher as appropriate.
12. Endeavour to enhance public understanding and acceptance of professional coaching.
13. Respect all copyrights, agreements, work, intellectual property and trademarks and comply with all laws covering such areas.
14. Comply with all laws and by-laws of the UK and, if coaching clients based abroad, with the laws of the client's country.
15. Ensure that all advertisements and promotional materials, whether verbal or written, are legal, decent, truthful, honest and in compliance with the requirements of the UK Advertising Standards Authority.
16. Make a copy of this Code freely available to clients if they request it.