

## ANNEX C

### *Code of Brussels*

RECALLING the Code of Venice 1961 and the Code of Athens 1965, of the International Public Relations Association, which together specify an undertaking of ethical conduct by public relations practitioners worldwide;

RECALLING that the Code of Athens binds public relations practitioners to respect the Charter of the United Nations which reaffirms “its faith in fundamental human rights, in the dignity and worth of the human person”;

RECALLING that the Code of Athens binds public relations practitioners to observe the moral principles and rules of the “Universal Declaration of Human Rights”;

RECALLING that public affairs is one discipline undertaken by public relations practitioners;

RECALLING that the conduct of public affairs provides essential democratic representation to public authorities;

This Code of Brussels is a code of ethical conduct applying to public relations practitioners worldwide as they conduct public affairs and interact with public authorities including staff and public representatives.

In the conduct of public affairs, practitioners shall:

#### **1. Integrity**

Act with honesty and integrity at all times so as to secure the confidence of those with whom the practitioner comes into contact;

#### **2. Transparency**

Be open and transparent in declaring their name, organisation and the interest they represent;

### **3. Dialogue**

Establish the moral, psychological and intellectual conditions for dialogue, and recognise the rights of all parties involved to state their case and express their views;

### **4. Accuracy**

Take all reasonable steps to ensure the truth and accuracy of all information provided to public authorities;

### **5. Falsehood**

Not intentionally disseminate false or misleading information, and shall exercise proper care to avoid doing so unintentionally and correct any such act promptly;

### **6. Deception**

Not obtain information from public authorities by deceptive or dishonest means;

### **7. Confidentiality**

Honour confidential information provided to them;

### **8. Influence**

Neither propose nor undertake any action which would constitute an improper influence on public authorities;

### **9. Inducement**

Neither directly nor indirectly offer nor give any financial or other inducement to members of public authorities or public representatives;

### **10. Conflict**

Avoid any professional conflicts of interest and to disclose such conflicts to affected parties when they occur;

### **11. Profit**

Not sell for profit to third parties copies of documents obtained from public authorities;

## **12. Employment**

Only employ personnel from public authorities subject to the rules and confidentiality requirements of those authorities.

## **13. Sanctions**

Practitioners shall co-operate with fellow members in upholding this Code and agree to abide by and help enforce the disciplinary procedures of the International Public Relations Association in regard to any breaching of this Code.



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