



## **PUBLIC RELATIONS SOCIETY OF KENYA**

### **CODE OF ETHICS**

1. A member shall conduct his professional activities with respect for the public interest
2. A member shall at all times deal fairly and honestly with his clients or employees past and present, with his fellow members and with the general public.
3. A member shall not intentionally disseminate false or misleading information and shall use proper care to avoid doing so. He has a positive duty to maintain truth, accuracy and good taste.
4. A member shall not engage in any practice which tends to corrupt the integrity of channels of public communication nor use any manipulative methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them.
5. A member shall not create or make use of any organization purporting to serve some announced cause but actually promoting a special private interest of a member or his client or his employer, which is not apparent.
6. A member shall safeguard the confidences of either present and former clients or employers. He shall not disclose except upon order of a court of competent jurisdiction any confidential information, which he may have obtained in his official capacity without securing and making known the consent of the said client or employer.
7. A member shall not represent conflicting or competing interests without the complete consent of those concerned given after the full disclosure of the facts.
8. A member on performing services for a client or employer shall not accept fees, commissions or any other valuable consideration in connection with those services from anyone other than his client or employer unless such practice is acceptable to the client or employer.
9. A member shall not cause or allow to be done anything for the purpose of touting or advertising calculated to attract business unfairly.
10. A member shall not propose to a prospective client or employer that his fee or other compensation be contingent on the achievement or certain results; nor shall he enter into any agreement to same effect.
11. A member shall not engage in or be connected with any occupation or business, which, in the opinion of the committee of the society, is not consistent with membership of the society. In particular, no member of the society shall engage in the practice of public relations and at the same time be employed full time by any media nor offer his clients or employer any special access to the media by virtue of any special relationship with media.
12. Members may not serve the interests of any foreign government or agency, whether paid or unpaid without revealing the full extent of the relationship to the society.
13. No member may make any payment or other valuable consideration to any member of parliament to represent in parliament the interests of any client or employer without revealing the full circumstances to the society.
14. A member shall co-operate with fellow members in upholding and enforcing this code.