

## Code of Conduct

This indicates the standards of behaviour expected of a member of this Association.

In all professional considerations the interests of the clients and other members within their legitimate requirements take precedence over all other interests.

(It is recognised that the persons or groups of persons to whom this duty is owed will vary according to the nature of the employment which members undertake.)

– NO SH#FTING!

Ethics is related to the control of power. Not all clients are powerless but many are disadvantaged by lack of knowledge.

This code attempts to encapsulate the experience of the Association to support its members in their professional activities, reassure the public that it is worthy of their trust and to clarify expectations.

Members should not knowingly promote material the prime purpose of which is to encourage discrimination on the grounds of race, colour, creed, gender or sexual orientation.

Members shall conduct their business in a professional manner and will not engage in practices which would be damaging to the image of the RidingtheRhino.

Members shall promote and maintain ethical standards of conduct and at all times deal fairly and honestly with all parties.

Member shall ensure that they display at all times the RidingtheRhino logo on their website, letters, forms and other paperwork.

Members should have appropriate Professional Indemnity Insurance.

Members should have written procedures in place for handling complaints that is available on demand.

Members must provide clear information on fees charged and referral fees expected.

All fees that are to be charged must be disclosed by the Member before any contract is entered into.

Members will take all reasonable precautions to keep client information private and confidential and will divulge only with the prior consent of the client, except where disclosure is authorised and permitted or required by law.

All Members have a duty to ensure that their agents and subsidiaries comply with the Association's Code.

Be circumspect and discreet when attempting to contact the client by telephone, SMS, e-mail or by visit, with due regard to the Data Protection Act.

RidingtheRhino will initiate action for breaches of the code of conduct.