



PPOC Code of Ethics

I, having been accepted into the Membership of the Professional Photographers of Canada (1970) Incorporated, do hereby subscribe without reservation to the Code of Ethics, and do solemnly swear that:

1. I will endeavour to maintain a dignity of manner in my behavior, in the presentation of my photography and photographic services, in my appearance and that of my studio or place of business, and in all other forms of public contact;
2. I will observe the highest standard of honesty in all transactions, avoiding the use of false, inaccurate and misleading terms, descriptions and claims;
3. I will at all times endeavour to produce photographs equal or superior to the samples I display, apply my best efforts towards providing the best possible photographic services and assist in raising the general standard of photographic craftsmanship;
4. I will show a friendly spirit of co-operation to my fellow Professional Photographers and assist them whenever possible should they be in trouble or difficulty;
5. I will endeavour to treat all members of the public and PPOC with the highest level of respect in all areas of contact including all methods of communication. I recognize that personal opinions and experiences may differ between members and I will continue to discuss and communicate in a professional, supportive and courteous manner to resolve those differences;
6. I will at all times avoid the use of unfair competitive practices as determined by any court or competent jurisdiction, Federal antitrust or related statutes;
7. I will assist my fellow professional photographers, respectfully share my knowledge with them, and encourage them individually and collectively to achieve and maintain the highest standards of quality.
8. I will respect the privacy of my clients, and all subjects I photograph, and all rights that they have in the photographs I create of them, and will use the appropriate model or property releases to help protect those rights.
9. I will use a contract which is based on fair, honest, professional business practice, and which clearly outlines the rights of both the photographer and the client in all transactions.
10. I will recognize the authority of this Association in all matters relating to the interpretation of the Code in accordance with the provincial statutes of Canada and the various provinces and the decisions of courts and governmental agencies of competent jurisdiction.