

2100 - Code Of Ethics

2101. *Non-discrimination:* Members in the practice of their profession should not discriminate on the basis of race, color, religion, sex, age, sexual orientation, national origin, disability, marital status, or political affiliation. Members should strive to maintain a professional work-place atmosphere free from all forms of harassment, exploitation, or intimidation. Members should not allow personal relationships to compromise the proper execution of their responsibilities and duties.

2102. *Sexual Harassment:* Unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature constitutes sexual harassment when submission to or rejection of this conduct explicitly affects an individual's employment, unreasonably interferes with an individual's work performance or creates an intimidating, hostile or offensive work environment. The victim does not have to be the opposite of the person harassed. Sexual harassment is a form of sex discrimination that violates Title VII of the Civil Rights Act of 1964.

2103. *Personal Integrity:* BCA members are expected to uphold the Association Bylaws and Policies and Procedures. These articles that indicate the ethical conduct relating to their membership shall in addition, guide their professional and associated activities. Members shall therefore present themselves, their products, and their services in such a manner as will uphold and dignify their professional status and the reputation of the Association. Members should assume responsibility for seeking resolution for conflicts or disagreements concerning professional or personal values.

2104. *Work Ethic:* Members shall exercise all reasonable skill, care, and diligence in the performance of their duties. They should not misrepresent their training or competency to clients being served. They shall act fairly and in good faith, fully considering the requirements of their clients and the rights of their subjects, and to honor the terms of prearranged contracts. They should strive to improve competence, knowledge and proficiency of their professional functions through continuing education and training. They should not misuse their positions for personal, nonprofessional advantage, or condone this action in co-workers.

2105. *Subject's Rights:* Attention to the personal privacy and physical comfort of subjects is extremely important; furthermore, their safety and welfare must

always take precedence over concern for the image to be recorded. Overall, members must strive to establish and maintain good interpersonal relationships with their subjects at all times. Members have an obligation to safeguard the client's interests against one's self interest or those of the employing institution. They should not engage in, nor condone, the sexual harassment of others. If a conflict of interest cannot be avoided, the client's interest and maintenance of professional standards should be given primary consideration.

2106. *Consent/Release*: Where a signed release, voluntarily giving informed consent for photography or other recording, is required, it is the responsibility of the member to be certain that such a release has been obtained. In its absence, the member should request and obtain one signed by the subject or the subject's legal guardian. When working with minors or others who are unable to give voluntary, informed consent, special care should be taken to protect those persons' rights. Members should abide by any special conditions in the release that limit the use of the recorded materials.

2107. *Confidentiality*: Members should safeguard individual rights to privacy. Information of a confidential nature, handled or acquired by members in the course of their duties, shall not be divulged to any other persons except those who have the right to such information. The confidentiality of records of all types must be maintained by storing them so they are not available for unauthorized examination. In addition, conditions limiting their availability stated by the subject or subject's legal guardian shall always prevail.

2108. *Integrity of Materials*: Members shall ensure that all materials which they present as being their work, in whatever form these are presented, are as far as possible honest and accurate representations of the originals from which they were derived. They should strive to assure that clients achieve maximum credibility in the production of recorded materials. If enhancement techniques that distort the reality of a representation must be used for esthetic purposes, a statement regarding the alteration must accompany the material.

2109. *Rights of Ownership*: Members shall avoid plagiarism of any nature. Whenever materials produced by or belonging to others is used, permission shall be secured from the author and/or copyright holder, and credit given to whomever such acknowledgment is due. In their professional role, members should encourage others in the compliance of the copyright law.

2110. *Safe Practices:* Members must maintain clean working conditions and community environments at all times. They should follow established proper procedures regarding sepsis and contamination of biological materials. In so doing, proper handling practices and procedures for disposal of waste material, especially radio active and environmental pollutants, must be observed. Members must also follow the rules for personal, fire, and electrical safety associated with their work or specific to the institution where they may be working.

2111. *Quality:* Members should deliver a quality service in a competent and timely manner, within the reasonable bounds of circumstances presented by the client. They should inform the client whenever the quality of service may be compromised by constraints imposed by the client, other parties or circumstances.

2112. *Public Image:* Members shall ensure that advertisements and other public announcements with which their names are associated protect and uphold the image of the BCA. Members may use only such letters or honorific to which they are entitled in conjunction with their names.

2113. *Authority:* Members shall recognize the authority of the Board of Governors of the BCA in all matters relating to the interpretation of this Code of Ethics.

2114. *Consequences:* After a board of inquiry, if found in violation of 2101, 2108 or 2112, expulsion from the Association. A vote to expel shall require the unanimous consent of the Board. Alternatives to outright expulsion for breached Codes of Ethics may include published "Notices of Censure".