



The Professional Photographers of Middle Tennessee

Code of Ethics

1. Provide a high quality of service and a maintain a reputation of honesty, integrity and respect.
2. Oppose censorship and protect the copyrights and moral rights of other creators.
3. Observe the highest standard of honesty, in all transactions, avoiding the use of false, confusing, inaccurate and misleading terms, descriptions and claims.
4. Never advance your own interests at the expense of the profession or misrepresent yourself in a manner that misleads the public and other professionals.
5. Foster fair competition based on professional qualification and merit.
6. Do not deliberately exaggerate your qualifications or misrepresent the authorship of work presented in self-promotion.
7. Never engage in malicious or deliberately inaccurate criticism of the reputation or work of another photographer.
8. Foster a friendly spirit of co-operation and cordial relations. Assist fellow photographers, share knowledge with them and encourage them individually for the betterment of the profession.
9. Assume the moral obligation to protect the confidentiality of entrusted data and respect the privacy of clients and subjects.
10. Recognize the authority of this Association in all matters relating to the interpretation of the Code in accordance with the statutes of the United States and the state of Tennessee and the decisions of courts and governmental agencies of competent jurisdiction.