

Professional Photographers of North Carolina

Code of Ethics

Create, foster, promote, and maintain cordial relations, a spirit of cooperation, and the productive interchange of thought and opinion with other members.

Refrain from speaking, writing, or publicly sharing negative or injurious comments about the association or its members.

Show a friendly spirit of cooperation and offer assistance to other photographers and help them whenever it is appropriate.

Exhibit integrity and a dignity of manner in all forms of public contact, in the presentation of photography and photographic services, and in the presentation of yourself and your studio or place of business.

Observe the highest standard of honesty in all transactions, avoiding the use of false, confusing, inaccurate, and misleading terms, descriptions, and claims.

Endeavor to produce photographs of a quality equal or superior to the samples displayed in your place of business, to apply your best efforts towards providing the highest possible photographic craftsmanship.

Refrain from the payment of "kickbacks" and/or commissions to persons, firms, and organizations for influence with consumers where such person(s), firm(s), or organization renders no service.

Advertise only *bona fide* prices and products and to refrain from the use of "bait" advertising methods.

Encourage other photographers, individually and collectively, to achieve and maintain the highest standards of quality.

Recognize the authority of this association in all matters relating to the interpretation of the Code of Ethics in accordance with the statutes of North Carolina and the United States and the decisions of courts and governmental agencies of competent jurisdiction.