

**ASSOCIATION OF IMAGE CONSULTANTS INTERNATIONAL (AICI)  
CODE OF ETHICS AND PROFESSIONAL RESPONSIBILITY**  
As amended and reinstated in July 2023.

The Association of Image Consultants International (AICI) recognizes the fundamental role of members in the social, economic, and cultural development of their clients. AICI desires to guide members to be self-managed image professionals to ensure competent consultancy services to the public and the clients. AICI is dedicated to the principle that individuals in the image consulting profession must conform to the highest standards of practice, personal integrity, professional competence, sound judgment, and ethical discretion.

AICI believes that it is the right time to state universal policies and principles in a Code of Ethics and Professional Responsibility to help image consultants establish a dynamic and vibrant practice. This Code shall be the basis for best practices and cooperation among members, certified and non-certified.

AICI affirms that the public shall be protected and shall benefit from a universally accepted and applicable Code to which all professionals in AICI must conform and other image professionals are encouraged to follow.

**Article I**  
**Scope and Coverage**

**Section 1.** This Code of Ethics and Professional Responsibility is aligned with the AICI Policies and Procedures Manual. This applies to all members of AICI, certified or non-certified.

## **Article II** **The AICI Core Values**

**Section 1.** The AICI Code of Professional Responsibility is based on the AICI Core Values, and the actions that flow from them.

**Section 2.** Image Consultants shall follow the AICI Core Values.

- a. Professionalism - The competence or skill expected of a professional
- b. Integrity - The quality of being honest and having strong, moral principles; moral uprightness.
- c. Continuous Learning - The desire to always seek ways to increase knowledge, and to learn new skills.
- d. Excellence - The quality of bring outstanding in all practices.
- e. Diversity and Inclusivity - Respect for all people regardless of age, gender, race, ethnicity, education, sexuality, physical ability or religion, and the belief in equal access to opportunities and resources for all.
- f. Service and Volunteerism - The desire to help others with no expectation of financial or other rewards.
- g. Sustainability - The highest regard for sustainable practice, environmental protection, and conservation.

**Section 3.** Image Consultants shall comply with applicable laws, rules and regulations or government policies and issuances in their territorial jurisdiction in relation to the practice of the profession. They shall avoid conflicts with laws, rules, regulations and government offices, agencies, and organizations.

**Section 4.** Image Consultants shall represent their qualifications, education, experience, affiliations and training with candor, fairness, and good faith.

**Section 5.** Image Consultants shall engage in the practice of their profession in accordance with their training and experience. They shall accept tasks they can competently perform and deliver.

### **Article III**

#### **Duties to the Global Community**

Members of the profession work and live in harmony with the global community. The practice of their profession and advocacy has no borders, limits, or favors.

**Section 1.** Image Consultants recognize their status as global citizens and members of their respective states. As such, they accept the authority of International and Domestic Law.

**Section 2.** Image Consultants shall contribute towards the development of effective image consulting interventions and materials that are socially and culturally acceptable to the global community.

**Section 3.** Image Consultants shall comply with relevant laws, rules, and regulations in their respective territories.

**Section 4.** Image Consultants shall exercise professional courtesy in dealing with professionals in other fields.

**Section 5.** Image Consultants shall help improve public understanding of the practice of the profession. They shall enhance public perception of the profession.

**Section 6.** A member of the profession shall avoid any behavior that would be unbecoming of a professional, in private or public life.

**Section 7.** An Image Consultant shall not breach any person's trust or commit acts of misrepresentation.

**Section 8.** An Image Consultant shall not commit, nor give the appearance of, any unfair, illegal, discriminatory, or corrupt practice.

**Section 9.** In appearing and communicating via multimedia platforms the Image Consultant shall maintain the highest professional standards. The use of honest, competent, and fair language shall always be employed. Information should be based on facts. Opinions shall be supported by reason. Advice should be based on study and sound best practices.

## **Article IV**

### **Duties to the Clients and Industry Partners**

An Image Consultant shall competently carry out professional responsibilities. They shall provide services honestly and diligently. They must ensure that all their activities are within their expertise, knowledge, experience, and skill limits. When services required are outside one's level of competence, they shall secure necessary assistance and consistently provide high-quality consulting, training, and development services.

**Section 1.** An Image Consultant shall always uphold the rights, interests, and dignity of the clients.

**Section 2.** The relationship of Image Consultants shall be personal and fiduciary, preserving good faith, mutual trust, and respect.

**Section 3.** An Image Consultant shall hinder oneself from excessive entanglements and involvements with personal life or personal affairs of clients.

**Section 4.** An Image Consultant shall respect the rights, liberties, and privacy of clients.

**Section 5.** Confidential information, trade secrets and privileged communication shall always remain secure.

**Section 6.** An Image Consultant shall charge reasonable fees according to services rendered, current industry standards, and agreed rates.

**Section 7.** Image Consultants shall give genuine regard and prioritize the transfer of learning to clients.

**Section 8.** An Image Consultant shall develop a sincere, objective, and friendly relationship with clients, while respecting individual personalities and differences.

**Section 9.** An Image Consultant shall support diversity and inclusion. They shall not commit acts of discrimination based on sex, race, status, religion, or physical condition.

**Section 10.** An Image Consultant shall serve clients and industry partners with loyalty, supporting their organizational mission, vision, and goals.

**Section 11.** Setting the goals and expectations of clients shall be agreed upon before implementing any project or program. Roles, objectives, and standards for evaluating performance shall be clearly defined.

**Section 12.** Image Consultants shall avoid conflict of interest or the appearance of such.

**Section 13.** Image Consultants should uphold the interest of the Association above one's own interest. In all cases, when there is a potential or real conflict of interest in a contemplated or actual transaction, the Image Consultant should report it to the Association for the appropriate resolution.

## **Article V**

### **Duties to Other Professionals**

An Image Consultant shall maintain personal and professional growth in the profession by engaging in activities that enhance the credibility and value of the profession. Image Consultants should work together in harmony and with mutual respect. They should cooperate and safeguard the profession's best interest, reputation, and dignity.

**Section 1.** An Image Consultant shall support the profession's advancement by contributing to human development within their organization and beyond.

**Section 2.** An image consultant shall share information, concepts, experience, best practices with others while always maintaining transparency and accountability.

**Section 3.** An Image Consultant shall respect the intellectual property of others. Proper acknowledgment, attribution and fair use shall always be practiced.

**Section 4.** An Image Consultant shall support the professional development of peers.

**Section 5.** An Image Consultant shall always respect others in the profession.

**Section 6.** Members of the profession shall observe a proper protocol and referral system. In making referrals, the clients' best interest shall be the primary consideration, and the professional standing and expertise of the consultant.

**Section 7.** In case of irreconcilable differences or conflicts of opinions between members of the profession, the matter shall be referred to the Ethics Committee for the appropriate resolution.

**Section 8.** Professionals shall be encouraged to report to the AICI Ethics Committee personal knowledge of any corrupt, unethical, or dishonest conduct of members of the profession.

**Section 9.** An Image Consultant shall exercise good faith and honesty in communication and expressing opinions. Avoid derogatory statements and undue criticisms concerning other members of the profession or those that may affect the reputation and dignity of the profession.

**Section 10.** An Image Consultant shall avoid any conduct, attitude or behavior that would harm the reputation of the profession.

**Section 11.** An Image Consultant shall respect and follow branding guidelines of AICI.

**Section 12.** An Image Consultant shall constantly update membership status and maintain good standing with AICI to enjoy membership benefits.

**Section 13.** Image Consultants shall report to the AICI Ethics Committee misconduct of members and/or members of the profession.

## **Article VI**

### **Duties to Self**

An Image Consultant shall always act according to the profession's principles by upholding the AICI Core Values.

**Section 1.** An Image Consultant shall conduct oneself in a manner consistent with the philosophy, principles, values, and beliefs of the Image Consulting Profession.

**Section 2.** An Image Consultant shall strive continuously for excellence, knowledge, and mastery. They shall be encouraged to aspire for AICI Certification.

**Section 3.** An image Consultant shall always act with integrity, candor, and fairness.



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**Section 4.** An image Consultant shall only claim credit and ownership for their own work output, created or attributed.

**Section 5.** An Image Consultant shall pursue personal and professional development as a life goal.

**Section 6.** An Image Consultant shall always provide competent and professional service. In case of conflict-of-interest resolution, the personal benefit shall be secondary to service.

**Section 7.** An Image Consultant shall be upright, diligent, and competent.

**Section 8.** An Image Consultant must be able to substantiate claims, representations, qualifications, and expertise.

**Section 9.** In communicating services to others, Image Consultants shall employ fair, honest, and complete information. The use of false, deceptive, misleading, and incomplete information shall be always avoided.

**Section 10.** Image consultants shall not use AICI to endorse their business other than stating their membership and certification.

## **Image Consultant's Pledge**

Image Consultants covered by this Code shall make this Pledge:

I, a member of the Image Consulting Profession, solemnly pledge to abide by this Code of Ethics and Professional Responsibility.

I shall uphold the principles, core values, and interests of the profession. I shall serve with honor, integrity, excellence, loyalty, and fairness to the public, the clients, and the other members of the Image Consulting Profession.

I will faithfully practice as a professional Image Consultant to the best of my ability.

I will obey laws, rules and regulations and relevant policies promulgated by competent authorities.

I voluntarily pledge to this Code of Ethics without reservation.

## **VIOLATION**

As a member of AICI, or as a non-member receiving an AICI designation, I am committed to and obligated by this AICI Code of Ethics. I understand that any violation of this code shall be determined using the established rules and procedures set forth by the AICI's Ethics Committee. I understand that any disciplinary action shall be applied by AICI in accordance with the Bylaws and Policies and Procedures of the Association.

I hereby waive all claims, including claims for defamation and restraint of trade, which I may have against AICI, or against any member of AICI arising out of any complaint, investigation, preceding, or enforcement related to the AICI's Code of Ethics, including with respect to findings and disciplinary actions, up to and including expulsion.

I subscribe to the AICI code of ethics. My signature on this document means my pledge to abide by these standards.

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Signature

Date

- I am a member of AICI.
- I am a non-member receiving an AICI designation.