

ASID Industry Partner Code of Ethics and Professional Conduct



1.0. PREAMBLE

Companies and organizations participating as an ASID Industry Partner are required to conduct their business in a manner that will command the respect and confidence of interior designers, fellow Industry Partner members and the general public. It is the responsibility of every Industry Partner to uphold this code and to maintain standards of business and financial conduct that will reflect in a responsible manner on the Society, the profession and the industry.

2.0. RESPONSIBILITY TO THE PUBLIC

- 2.1. An Industry Partner shall conform to existing laws, regulations, and codes governing business procedures and practices as established by the state or other jurisdiction in which the company conducts business.
- 2.2. An Industry Partner shall at all times consider the health, safety and welfare of the consumer and the general public as it relates to the products and services they provide.
- 2.3. An Industry Partner shall act with fiscal responsibility and maintain sound business relationships to ensure products and services that meet industry standards.
- 2.4. An Industry Partner shall not engage in any form of false or misleading advertising or promotional activities and shall not imply through advertising or other means that staff members or employees of their company are qualified interior designers unless such be the fact.
- 2.5. An Industry Partner shall not assist or abet improper or illegal conduct of anyone in connection with his or her products and/or services.

3.0. RESPONSIBILITY TO THE DESIGNER

- 3.1. An Industry Partner will be accurate and honest in the representation of its products and services.
- 3.2. An Industry Partner shall be candid and truthful in all of its professional communication.
- 3.3. An Industry Partner shall not imply through advertising or other means that its staff or its employees are members of the Society unless they do have that status.
- 3.4. An Industry Partner shall not initiate any discussion or activity which might result in an injury to an ASID member's reputation or business relationship.

4.0. RESPONSIBILITY TO OTHER INDUSTRY PARTNERS

- 4.1. An Industry Partner representative shall not initiate any discussion or activity which might result in an unjust injury to another company's reputation or business relationship.

5.0. RESPONSIBILITY TO THE SOCIETY AND THE PROFESSION

- 5.1. An Industry Partner agrees to maintain standards of professional conduct that will reflect in a responsible manner on the Society and the profession.
- 5.2. An Industry Partner shall encourage and contribute to the sharing of ideas and information among the industry, interior designers, other allied professional disciplines and the general public.
- 5.3. An Industry Partner shall offer support, encouragement and information to students of interior design.
- 5.4. An Industry Partner shall encourage its personnel to fully comply with this code
- 5.5. An Industry Partner is encouraged to become involved in community projects that enhance and improve the quality of life for all people.

6.0. ENFORCEMENT

- 6.1. The right to terminate Industry Partner membership at the end of the calendar year is reserved for the ASID Industry Advisory Council (IAC), which will determine that the company has ceased to comply with applicable membership criteria during such year, provided that the concerned company is afforded the opportunity to present its position in writing to the IAC before the decision is made and provided further the decision is made and provided further that any adverse decision is approved by the Society's Executive Committee.