

This policy provides information about our professional conduct. It reflects our view of the conduct that is in the best interest of our clients and us.

PURPOSE

The purpose of this statement of policy on professional practice is to provide a clear understanding of professional conduct. We encourage the highest level of professional conduct in web development and digital services. The policy is not binding. Rather, it reflects our view of the kind of conduct that is in the best interest of the profession, clients, and the public.

For the purposes of this document the word "Developer" means an individual, practicing web development and digital services as a freelance or salaried web developer and digital service provider, or group of web developers and digital service providers acting in partnership or other form of association.

THE DEVELOPER'S PROFESSIONAL RESPONSIBILITY

- 1.1 Shall act in a way that supports the aims of this document, and encourages the highest standards of web development, digital services, and professionalism.
- 1.2 Shall not undertake any activity that will compromise his or her status as a professional consultant, of their practice.
- 1.3 Shall adhere to ethical SEO practices, avoiding black-hat tactics such as keyword stuffing, cloaking, or link schemes.
- 1.4 Shall comply with data privacy laws, including GDPR and CCPA where applicable, ensuring client and user data is handled securely and transparently.
- 1.5 Shall make transparent and accurate claims in marketing, avoiding misleading statements about services, results, or guarantees.

THE DEVELOPER'S RESPONSIBILITY TO CLIENTS

- 2.1 Shall acquaint himself or herself with a client's business and design standards and shall act in the client's best interest within the limits of professional responsibility.
- 2.2 Shall not work simultaneously on assignments that create a conflict of interest without agreement of the clients or employers concerned, except in specific cases where it is the convention of a particular trade for a developer to work at the same time for various competitors.
- 2.3 Shall treat all work in progress prior to the completion of a project and all knowledge of a client's intentions, production methods, and business organization as confidential and shall not divulge such information in any manner whatsoever without the consent of the client. It is the Developer's responsibility to ensure that all staff members act accordingly.

THE DEVELOPER'S RESPONSIBILITY TO OTHER DEVELOPERS

- 3.1 Developers in pursuit of business opportunities should support fair and open competition based upon professional merit.
- 3.2 Shall not knowingly accept any professional assignment on which another Developer has been or is working on without notifying the other Developer or until he or she is satisfied that any previous appointments have been properly terminated and that all materials relevant to the continuation of the project are the clear property of the client.
- 3.3 Must not attempt, directly or indirectly, to supplant another Developer; nor must he or she compete with another Developer by means of unethical inducements or other unfair means.
- 3.4 Must be fair in criticism and shall not denigrate the work or reputation of a fellow Developer.
- 3.5 Shall not accept instructions from a client that involve infringement of another person's property rights without permission, or consciously act in any manner involving any such infringement.

FEES

- 4.1 Shall not undertake any work for a client without adequate compensation, except with respect to charitable or nonprofit organizations.
- 4.2 Shall not undertake any speculative projects, either alone or in competition with other Developers, for which compensation will only be received if a design is accepted or used. This applies not only to entire projects but also to preliminary schematic proposals.
- 4.3 Only work only for a fee, a royalty, salary, or other agreed-upon form of compensation and shall not retain any kickbacks, hidden discounts, commission, allowances, or payment in kind from contractors or suppliers.
- 4.4 An administration charge may be added, with the understanding of the client, as a percentage to all reimbursable items.
- 4.5 A Developer who has a financial interest in the selection of any supplier shall secure client approval of this fact in advance.
- 4.6 A Developer who is asked to advise on the selection of other consultants shall not base such advice on the receipt of payment.

PUBLICITY

- 5.1 Any self-promotion must not contain deliberate misstatements of competence, experience, or professional capabilities.

5.2 May allow a client to use his or her name for promotion, but only in a manner that is appropriate to the status of the profession.

AUTHORSHIP

6.1 Shall not claim sole credit for a design on which other Developers have collaborated.

6.2 When not the sole author of a design, it is incumbent upon a Developer to clearly identify his or her specific responsibilities or involvement with the design. Examples of such work may not be used for publicity, display, or portfolio samples without clear identification of precise areas of authorship.