



## The IAM Code of Ethics

### Article I

*Members shall acknowledge and respect the cultural similarities and differences among all members.*

The IAM is composed of members from around the world who serve people and families from every region. Treating members and clients with respect regardless of their race, color, national origin, sex, religion, or age is a bedrock principle of IAM.

### Article II

*Members shall conduct business in a responsible and professional manner.*

Members must pledge to:

- Remain free from any government actions that may affect its ability to provide the services which it advertises to the public, fellow IAM Members and industry partners.
- Clearly outline and agree to payment terms at the time of contracting and accepting service.
- Ensure that sensitive data collected online or in person is stored and transmitted via secure methods.
- Give their best efforts to comply with industry standards for the protection and proper disposal of all sensitive data collected as part of business transactions.

### Article III

*Members shall deal fairly with all customers, Association Members, and other business entities.*

Members must pledge to:

- Respond promptly and completely to any inquiries or complaints from any transferees, clients, or trading partners relating to advertisements, websites, signage, social, and other media.
- Respect customer communication preferences regarding contact by telephone, text, fax, and e-mail, and agreeing to remedy the underlying cause of any failure to do so.



#### Article IV

*Members shall adhere to a policy of honesty and integrity in accordance with generally accepted principles of professional conduct and be forthright and truthful in their professional communications.*

Members must pledge to:

- Design and use documentation, advisories, and paperwork that are clear, complete and easy to understand and truthful in representing the material facts related to its services in all forms of media.
- Disclose to customers the following relating to written documentation or online systems:
  - a) what information is collected
  - b) why the information is collected
  - c) with whom the information is shared
  - d) how the information is used
  - e) how the information is secured
  - f) how the information can be corrected
  - g) how policy changes will be communicated
  - h) how concerns over misuse of personal data will be addressed

#### Article V

*Members shall abide by all lawful agreements to which they are a party, including agreements with customers, the Association and Association Members.*

Members must pledge to:

- Honor and fulfill signed contracts and written agreements.
- Honor and service commitments to their completion in accordance with the agreed upon payment terms.

#### Article VI

*Members shall honor their just obligations.*

Members must pledge to:

- Promptly respond to all issues or complaints.
- Uphold commitments by correcting service issues as quickly as possible, providing the customer with status updates until the issue is resolved.
- Remain responsible for the debts incurred for services performed at my company's request even when payments are intercepted by third parties.



## Article VII

*Member shall strive to comply with all applicable laws and governmental regulations.*

Members must pledge to:

- Ensure that any documentation required by law or best practice is readily available, clear, accurate and complete.
- Respect and protect the customer's Privacy and Data in accordance with applicable government regulations.

## Article VIII

*Members shall not compete unfairly with other members.*

Members must pledge to:

- Sell its product and/or service based on its merit, superior quality, functionality, and competitive pricing.
- Make independent pricing and marketing decisions and not improperly cooperate or coordinate activities with competitors.
- Not offer or solicit improper payments or gratuities in connection with the purchase or sale of products and/or services.
- Not engage nor assist in unlawful boycotts of customers.
- Not acquire or seek to acquire improper means of a competitor's trade secrets or other proprietary or confidential information.