

Ethics

The Object of the code

The objective of this code is to establish ethical business standards. It is intended to provide protection for both clients and Present Image Design Limited from unethical business practices.

Definitions

For the purpose of the Code, the words , "PIDL", shall refer to "Present Image Design Limited".

1. Responsibility to the Community.

Present Image Design Limited accepts:

- a. A professional obligation to further the social and aesthetic standards of the community.
- b. The professional responsibility to act in the best interest of the ecology and of the natural environment.

2. PIDL's responsibility to clients.

Clients' Best Interests

- a. The Company shall act in its client's interests within the limits of its professional duties.
- b. PIDL shall act in keeping with the honour and dignity of the design profession.
- c. PIDL shall not consciously assume or accept a position in which the company's personal interests conflict with its professional duty.

Conflict of Interests

PIDL shall not work simultaneously on assignments which are in direct competition with an existing client.

Confidentiality

- a. PIDL shall treat all knowledge of their client's intentions, production methods and/ or business organization that is not generally known to the public, as confidential and shall not, at any time, divulge such information.
- b. It is PIDL's responsibility to ensure that all members of their staff are similarly bound to confidentiality.

3. PIDL's responsibility to other designers.

- a. PIDL will not attempt, directly or indirectly, to supplant another designer, or design company, nor compete with another designer, or design company, by means of a deliberate reduction of fee or by other unfair inducement.
- b. PIDL shall not knowingly accept any professional assignment upon which another designer, or design company, has been acting without notifying the other design party.
- c. PIDL will be fair in criticism and shall not denigrate the work or reputation of fellow designers, or design companies.
- d. PIDL will not accept instructions from a client which knowingly involves plagiarism, nor shall they consciously act in a manner involving plagiarism.

4. PIDL's Remuneration.

- a. Present Image Design Limited will not undertake any work at the invitation of a client without payment of an appropriate fee. PIDL may however undertake work without fee or at a reduced rate for charitable or non-profit organizations.
- b. Before accepting an assignment Present Image Design Limited shall define exactly and comprehensively to the client the basis on which their total remuneration is calculated.

Subcontracting

PIDL shall inform and obtain written consent from a client, before subcontracting work. The client shall be informed of the scope of the work, terms, fees and expenses. All subcontractors and their employees must accept the responsibility of confidentiality, when involved with PIDL clients' projects.

5. Copyright

PIDL reserves the right to all origination of its artwork and concepts. No part of its artwork or concepts may be reproduced in any form, without the prior written permission of PIDL.

6. Publicity.

PIDL shall not allow its name to be associated with the realization of a design, which has been so changed by the client, as no longer to be substantially the original work of PIDL.