

# PRINZ Code of Ethics

PRINZ

PUBLIC RELATIONS  
INSTITUTE OF  
NEW ZEALAND

## Overview

Public relations professionals use communications to develop or maintain trusting, productive relationships between our clients or employers and their stakeholders. We promote the views of those we represent to contribute to public debate and informed decision-making in a democratic society.

We balance our role as advocates for individuals or groups with the public interest. We must also balance a commitment to promote open communication with the privacy rights of individuals and organisations.

## Values

These values provide the foundation for the Public Relations Institute of New Zealand Code of Ethics and set the industry standard for the professional practice of public relations. They are the fundamental beliefs that guide our behaviour and decision-making processes.



The primary obligation of membership of the Public Relations Institute of New Zealand is the ethical practice of public relations and communication management.

This Code sets out principles and standards to guide our decisions and actions.

### 1. Advocacy and Honesty

A member shall:

- i. Provide independent, objective counsel for clients or employers.
- ii. Promote the ethical, well-founded views of clients or employers.
- iii. Be honest and accurate in all communications – and act promptly to correct erroneous communications.
- iv. Avoid deceptive practices.

### 2. Conflicts of Interest

A member shall:

- i. Disclose promptly any existing or potential conflict of interest to affected clients or organisations.
- ii. Disclose any client or business interest in published or broadcast editorial work.

### 3. Professionalism

A member shall:

- i. Actively pursue personal professional development.
- ii. Explain realistically what public relations activities can accomplish.
- iii. Counsel colleagues on ethical decision-making.
- iv. Decline representation of clients or organisations that urge or require actions contrary to this Code.
- v. Not engage in irrelevant or unsubstantiated personal criticism.

### 4. Balancing Openness and Privacy

A member shall:

- i. Promote open communication in the public interest wherever possible.
- ii. Respect the rights of others to have their say.
- iii. Be prepared to name clients or employers represented and the sponsors for causes and interests represented.
- iv. Safeguard the confidences and privacy rights of present, former and prospective clients and employers.

### 5. Law Abiding

A member shall:

- i. Abide by the laws affecting the practice of public relations and the laws and regulations affecting the client.

### Resources

[www.prinz.org.nz](http://www.prinz.org.nz) > About us > Code of Ethics

In 2005, PRINZ adopted the Global Alliance Protocol on Ethics, as a supporting document to the PRINZ Code of Ethics.

[www.globalalliancepr.org](http://www.globalalliancepr.org) > Ethics > Global Code of Ethics



#### ADVOCACY

- »» We serve the public interest by acting as responsible advocates for those we represent.
- »» We provide a voice for the ideas, facts and viewpoints of those we represent to aid informed public debate.



#### HONESTY

- »» We are accurate and truthful in advancing the interests of those we represent and in communicating with the public.



#### EXPERTISE

- »» We acquire and responsibly use specialised knowledge and experience.
- »» We advance the profession through continued professional development, research and education.
- »» We build mutual understanding, credibility and relationships among an array of institutions and audiences.



#### INDEPENDENCE

- »» We provide objective counsel to those we represent.
- »» We are accountable for our actions.



#### LOYALTY

- »» We are faithful to those we represent, while honouring our obligations to serve the public interest.
- »» We safeguard the confidences of former or present employers and clients.



#### FAIRNESS

- »» We deal fairly with clients, employers, competitors, peers, suppliers, the media and the society.
- »» We respect all opinions and support the right of free expression.