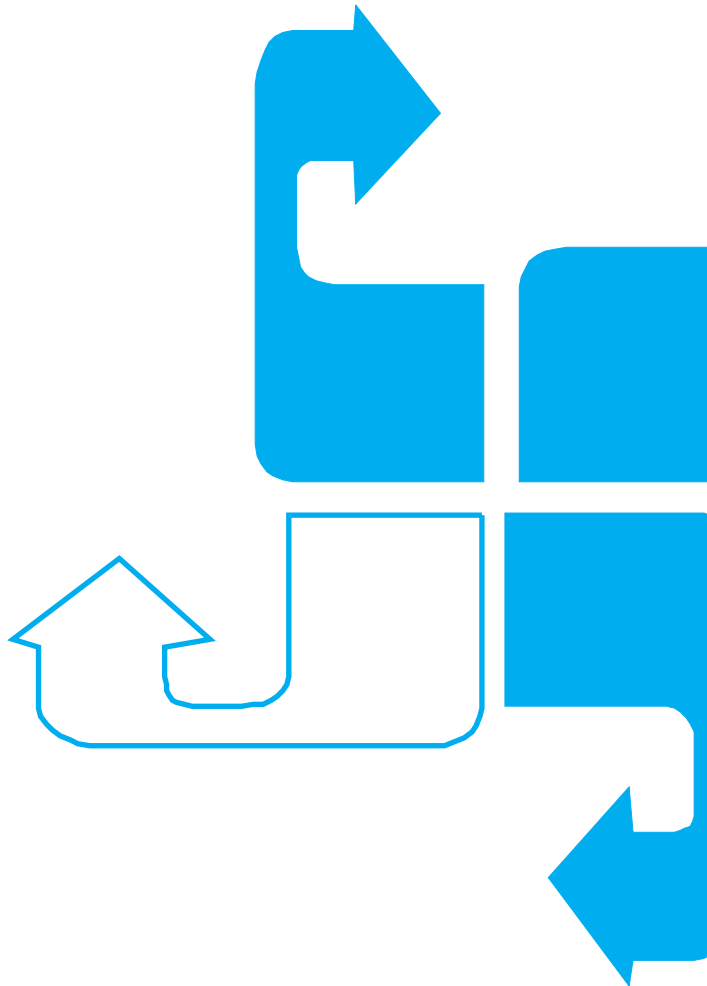


Sri Lanka Institute of Marketing Code of Ethics & Professional Standards (SLIM Code of Ethics)



THE SRI LANKA INSTITUTE OF MARKETING CODE OF ETHICS & PROFESSIONAL STANDARDS

1. Professional Integrity

- 1.1 A Member shall conduct himself as a person of integrity and shall observe the principles and spirit of the code in such a way that his / her reputation, that of the Institute and that of Marketing shall be enhanced.
- 1.2 A Member shall not compromise the Institute in the course of his / her conduct, action or behaviour.
- 1.3 A Member shall observe all the principles of good Corporate Governance in all his / her dealings / actions.

2. Professional Honesty

A Member shall, at all times act honestly in his professional dealings with customers and clients (actual and potential) and employees. He / She shall not, in the course of his / her professional activities, knowingly or recklessly disseminate false or misleading information. It is also his / her responsibility to ensure that his / her subordinates conform with these requirements.

3. Professional Competence

- 3.1 A Member shall seek to use the highest professional standards in the tasks entrusted to him / her by his / her employers and clients and to maintain the same standards for those who work with him / her or for him / her.
- 3.2 A Member should ensure that his / her subordinates adopt the above standards as well.

4. Professional Confidentiality

- 4.1 A Member shall not disclose, or permit the disclosure to any person, organization, or authority, any confidential information concerning a customer's business without the written consent of the customer except where required by Law.
- 4.2 A Member shall not disclose or permit the disclosure to any other person, organization or authority or use to his / her own advantage, any confidential information concerning his / her employers / clients except where required by Law.

5. Professional Development

- 5.1 A Member shall not by any unfair or unprofessional practice injure the business, reputation or interest of his / her clients and National Economic Development.
- 5.2 A Member shall keep abreast of new knowledge in his / her field to the extent possible.

6. Injury to Other Members

- 6.1 A Member shall not by any unfair or unprofessional practice injure the business, reputation or interest of any other Members of the Institute.
- 6.2 A Member shall not by any unfair or unprofessional practice injure the business, reputation or interest of a member of any other professional Institute or Association.

7. Securing and Developing Business

- 7.1 A Member shall promote and seek business in a professional and ethical manner.
- 7.2 A Member shall ensure that his / her subordinates promote and seek business in a professional and ethical manner.

8. Responsibility to Institute

- 8.1 A Member shall not hold himself / herself out as having the Institute's endorsement in connection with an activity unless the Institute's written approval has been obtained first.
- 8.2 A Member shall not use any funds derived from the Institute for any purpose which does not fall within the power and obligations contained in the Constitution of the Institute and which does not fully comply with this code.
- 8.3 A Member shall not use any funds derived from the Institute for any purpose other than what the express purpose for which the funds were provided for.

9. Conflict of Interest

- 9.1 A Member shall use his / her utmost endeavour to ensure that the provisions of this code and the interests of his / her customers are adequately and fairly reported to his / her company in any circumstances where a conflict of interest may arise.
- 9.2 A Member holding an influential personal interest in any business which is in competition with his / her own employer shall disclose that interest to his / her employer.
- 9.3 A Member having an influential personal interest in the purchase or sale of goods or services as between his / her own organization and another organization shall give his / her organization prior information as to that interest.

10. Other relevant Codes of Practice

- 10.1 A Member shall observe the requirements of all other Codes of Practice which may from time to time have any relevance to the practice of Marketing. If such requirements do conflict with any provisions of this code, he / she should bring it to the attention of the Institute.
- 10.2 A Member shall have due regard for and comply with all the relevant Laws of the country in which he / she is operating.

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