

ETHICS POLICY

PR and thought leadership practice

We follow the [Public Relations Society of America Code of Ethics](#) in our work with clients and in our own marketing and PR. In addition:

- › We are honest and accurate in all our communications—with clients and with the media.
- › We give our clients forthright counsel at all times.
- › We don't make or imply promises we might not be able to keep.
- › We will not serve competing organizations at the same time.
- › We strive to adhere to our [Credibility Quotient](#) standards in client work and in our own communications. The most important standards are accuracy, provable claims, complete information and consistency with actions.