









ASPPA's Code of Professional Conduct:

- Adopted July 1, 2013
- Restructured and strengthened existing Code
 - Preamble
 - Definitions
 - Twelve additional sections
- Applies to all ASPPA members
- · Available online

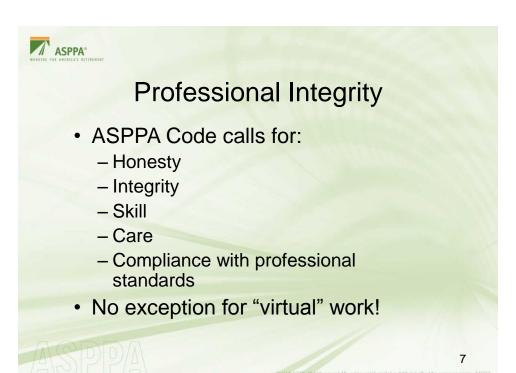
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ASPPA's Code addresses:

- Advertising
- Communications
- Compliance
- Confidentiality
- Conflicts of Interest
- Control of Work Product

- Courtesy and Cooperation
- Disclosure
- Professional Integrity
- Qualification Standards
- Titles and Credentials
- Additional Obligations
 - Other codes
 - Discipline process







ASPPA's Code requires:

- Professional integrity
- Professional communications
- Control of work product
- Compliance
- Confidentiality
- · What can you do?

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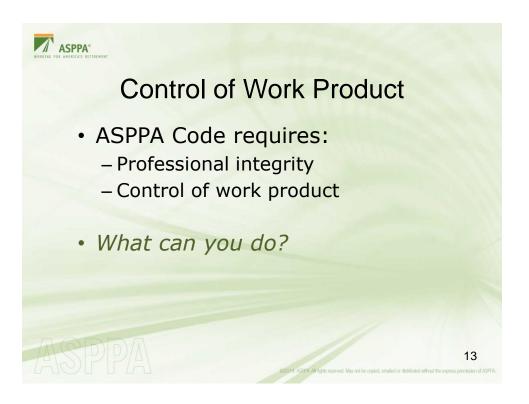


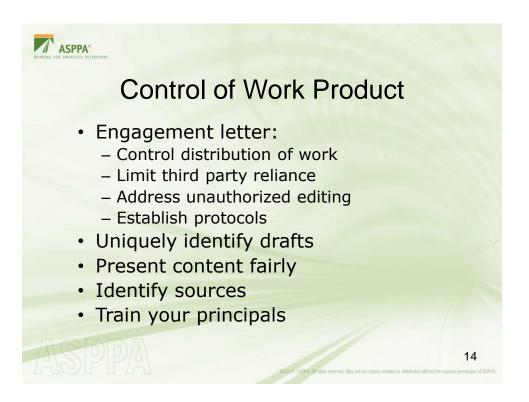
Electronic Communications

- Insist on time to analyze
 - Reply twice
- Be careful who gets copied
 - Avoid bcc's
 - Beware the address field
- Satisfy the law
- Avoid boilerplate
- Review complex documents on paper

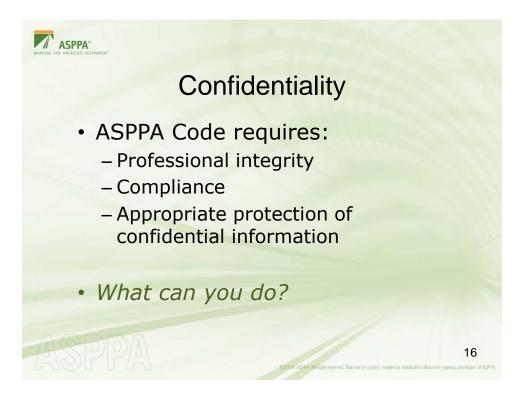














Confidentiality

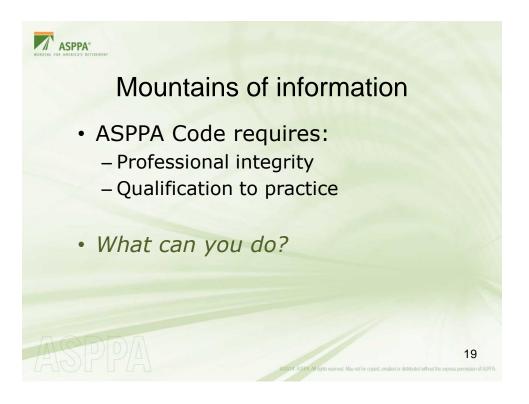
- Get clear with your principals
 Engagement letter
- Know your legal obligations
- Limit access to sensitive information
- · Think before you "send"
- · Put cybersecurity controls in place
- Train your staff
- Know it's all permanent

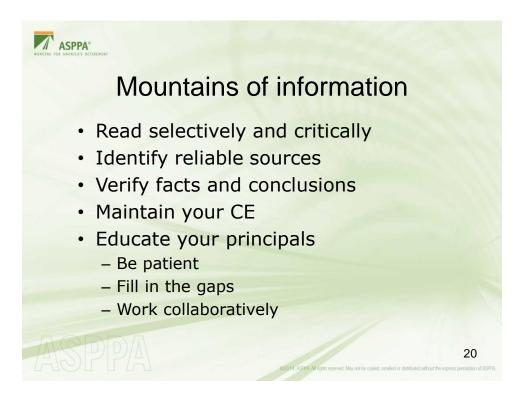
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Mountains of information

- · So much to read, so little time!
- How much of it's accurate?
- Your principals read, too











Opportunities to plagiarize

- Build enough time into projects
- Always attribute
- · Ask the author
- Ask your lawyer
- If you're not competent, don't do it!
- · Define your ownership rights

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Social media snafus

- How accurate are your online bios?
- How carefully do you tweet and blog?
- You did what in that picture?
- Online insults and feuds











Advertising online

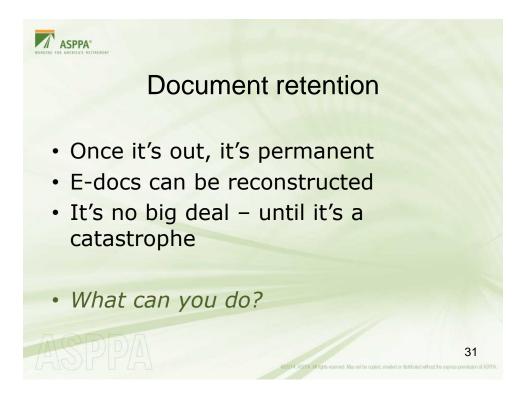
- Don't oversell anywhere
- View online as part of your advertising
- Use advertising consultants with care
- · Think before you recommend
- Keep it civil

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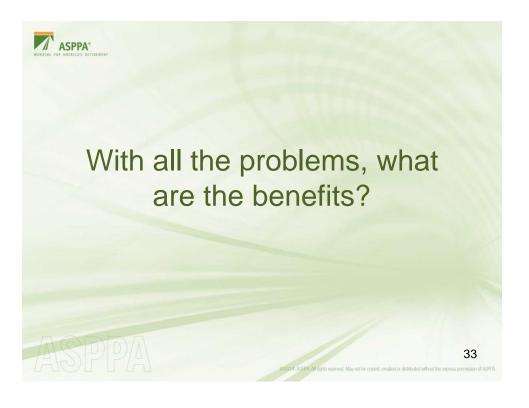


Document retention

- · It seems so ephemeral
- There's so much out there!
- Other things seem more pressing
- I'll never get sued, right?











E-communications great for:

- Required disclosures
 - Conflicts of interest
 - Sources of compensation
- Requests for information
- · Quick clarifications and corrections
- Have a system to catalogue
- Be sure to verify receipt!

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Bottom Line:

- Technological gifts come with a cost
- You can handle it
- Careful attention to technology helps you:
 - Communicate better
 - Assure your clients
 - Retain professional integrity
 - Protect yourself from litigation



