



## CAPIC Code of Ethics

### To be of Good Character

- **Honesty** - To deal fairly and honestly with clients and subjects.
- **Common Good** Whenever possible, to place the common health of the industry ahead of one's own interests.
- **Defending Our Work** To value and protect copyright and freedom on expression.
- **Originality** To never knowingly copy another creator's style, concept or composition.
- **Giving Credit** To accurately credit the authorship of all works.
- **Giving Back** To do one's best to give back to the profession by volunteering time to protect and improve the industry and by advising new photographers or illustrators.

### Our Commitment to Our Clients

- **Privacy** To respect the privacy of our clients and subjects; to use images of individuals only with their permission.
- **Acting in the Client's Interest** To further the client's best interests in a professional manner, to the limits of one's professional responsibility.
- **Confidentiality** To protect client confidentiality, including any portions of assignments provided by other individuals or businesses.
- **Release Disclosure** To fully inform the client about the terms of model and property releases.
- **Fairness in Billing** Never to invoice for work or supplies not previously discussed with the client. To invoice for lost or damaged photographs or artwork at fair market prices.
- **Secondary Usage Consideration** To fairly consider the client's interests when selling secondary use of the image. No secondary usage without a model release.

### To Maintain Professional Business Practices

- **Documentation** To use professional, industry-approved, written contracts and delivery memos for every assignment.
- **Accurate Records** To keep accurate and complete business records.
- **Fair Contracts** To only accept projects or contracts that are fair to both the creator and client.
- **No Licensing Sellouts** To avoid licensing agreements that devalue the industry standard balance between usage fees and rights granted.
- **No Collusion** To not participate in illegal collusion, price fixing or other dishonest competitive strategies.
- **No Spec Work** To avoid participating in a competitive bidding process that demands that members create work for which payment depends on winning the contract.
- **Fair Competitions** To only enter commercial competitions in which any usage rights transferred are fairly compensated.

### Our Commitment to Our Employees, Suppliers, Subcontractors, Subjects and Models

- **Fairness** To honor our legal, fiscal, and moral obligations toward employees, suppliers, subcontractors, subjects and models.
- **No Abuse** To treat all assistants, employees, subjects and models professionally and fairly at all times and never to take advantage of one's position of authority.
- **Respect** To protect the privacy and property of our subjects.
- **Release Honesty** To be open and honest when requesting model or property releases.

CAPIC