

# **Dayton Advertising Club**

## **Code of Ethics and Conduct**

**Adopted by the Board of Directors July 28, 2004**

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**I WILL:**

**ACT WITH INTEGRITY IN ALL SITUATIONS, UPHOLDING THE VALUES OF FAIRNESS AND DOING THE RIGHT THING, WITHOUT PERSONAL GAIN AT THE EXPENSE OF THE INDUSTRY**

**BE HONEST AND FORTHRIGHT IN ALL BUSINESS DEALINGS, USING ONLY LEGAL AND ETHICAL MEANS TO BUILD LOYALTY AND RESPECT WITH ALL CONSTITUENTS,**

**COMMIT TO EXCEPTIONAL PROFESSIONALISM IN ALL MY ACTIONS THAT WILL REFLECT CREDIT ON MEMBERS AND THE PROFESSION, AND BY KEEPING CONFIDENTIAL PRIVILEGED INFORMATION**

**DEMONSTRATE AND IMPROVE MY COMPETENCE AND THE COMPETENCE OF OTHERS, AND COOPERATE TO THE ADVANCEMENT OF THE INDUSTRY**

**ENCOURAGE AND PROMOTE ETHICS IN MY ORGANIZATION AND IN THE PROFESSION, AND TO UPHOLD ALL LAWS AND REGULATIONS**

**FOSTER SELF-REGULATION IN SUPPORT OF FREE ENTERPRISE, PUBLIC UNDERSTANDING OF ADVERTISING AND BUSINESS EXCELLENCE.**