



CODE OF ETHICS

Full and associate members of the Guild of Health Writers have a duty at all times to:

- Strive to achieve the highest professional standards in their work.
- Ensure that copy (i) avoids inaccurate, misleading or distorted health information and (ii) does not represent comment or conjecture as fact.
- Strive to eliminate distortion, suppression and censorship of health information.
- Declare any commercial interests in the Guild Directory and in each professional piece of work, as applicable.
- Not allow press trips, products or other commercial inducements to influence work.
- Not use membership of the Guild to promote any commercial interest/s. NB Members may use the Guild logo to denote their membership but not for any other purpose.
- Not exploit other members of the Guild.
- Strive to prevent advertisers and commercial organisations from distorting editorial copy.
- Refrain from originating and/or propagating material that encourages discrimination, ridicule, prejudice or hatred on the grounds of age, sex, race, disability or sexual orientation.
- Refrain from plagiarism and/or infringing copyright.
- Refrain from any action that would discredit the Guild.

The Guild of Health Writers reserves the right to reconsider the membership of anyone found to be in material breach of this Code.

The Guild recommends that members abide by the Code of Practice of the Society of Editors, www.uked.com

This replaces the former Code of Ethics.

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