## **CIPR Code of Conduct** CIPR **CHARTERED INSTITUTE** OF PUBLIC RELATIONS **Decision Tree** VERSION 1 DEFINE THE ETHICAL ISSUE Will it break any law or regulation in the relevant jurisdictions? DON'T KNOW DON'T DO IT. Ring the CIPR free Should you report it Seek legal helpline 0844 561 8133 YES NO (internally or legal opinion externally)? ref 33380 Will it breach the CIPR Code of Conduct? DON'T KNOW DON'T DO IT. Re-examine Ring the CIPR Should you report it YES NO the CIPR ethics hotline (internally or Code of Conduct 07974 964639 externally)? Could it damage your reputation? Do you have the YES NO power to say no? Can you talk openly to your colleagues YES NO or managers? OK. NO YES It's your decision Have managers accepted your proposed course Do you need of action? more advice? Talk to HR, ring the CIPR ethics hotline or the CIPR free legal NO helpline or see advice and guidance at www.acas.org.uk

OK. JOB DONE.