



PROFESSIONAL PHOTOGRAPHERS OF MASSACHUSETTS

Code of Ethics

As a requirement for admission to and retention of membership and participation in the Professional Photographers of Massachusetts (PPAM), I do hereby subscribe without reservation to the following PPAM Code of Ethics, and do solemnly agree to the following:

1. In all my dealings with users of photography and the general public, I will endeavor to:
 - a. Present all photographic services in surroundings and in a manner which reflects the highest levels of professionalism.
 - b. Observe the highest levels of honesty, professionalism and integrity in all my transactions, avoiding the use of false, confusing, inaccurate, and misleading terms, descriptions and claims.
 - c. Avoid the use of any marketing or competitive practices which violates any Federal Trade Commission, U.S. Copyright Laws, or other Federal or State regulatory agency rule or regulation, or Federal or State statute or any decision of any Federal or State Court.
2. I will at all times endeavor to produce photographs of a quality equal to the samples I display, to apply my best efforts towards providing the best possible photographic services and to play my part in raising the general standards of photographic craftsmanship and assist in the education of all interested persons the general public in the art and science of professional photography.
3. In all dealings with fellow professional photographers, students and others who aspire to be professional photographers, I shall:
 - a. Show a friendly spirit of cooperation and assistance.
 - b. Share my knowledge with them and encourage them individually and collectively to achieve and maintain the highest standards of quality and professionalism.
4. I will strive at all times to upgrade and improve my knowledge and skill of professional photography, marketing, and related areas.
5. I will recognize the authority of this Association and the Executive Council in all matters relating to the interpretation of this Code.

Studio Name

Signature

Date