



AYURVEDIC PROFESSIONALS ASSOCIATION

**THE APA CODE OF ETHICS & CODE
OF PROFESSIONAL CONDUCT**

DOCUMENT 2

FEBRUARY 2024

DOCUMENT 2

The APA Code of Ethics and Code of Professional Conduct

I (Full Name) have read and understood Document 2.
The study of Document 2 is mandatory for all APA Members.

Documents 1/2/3/4 and 5 together are mandatory CPD for APA members and count for 3 hours of study overall.

Please sign and date this document and refer to it whenever necessary throughout your practice.

Signature:

Date:

APA will assume that you have agreed to all the terms and conditions of the APA Constitution as a current APA Member.

The Code of Ethics is the applied discipline for practitioners that reflects the moral discipline of the APA as an organisation.

Ethics are the principles that guide us to make a positive impact through our decisions and actions.

The APA Code of Ethics is based on 5 fundamental principles:

- **Integrity**
- **Objectivity**
- **Professional Competence and due care**
- **Confidentiality**
- **Professional Behaviour**

Integrity

APA members should be honest and straight forward at all times in their professional and business relationships.

Objectivity

APA members should remain impartial and unbiased, and should not allow conflict of interest or undue influence from others to override professional judgement.

Professional Competence and Due Care

An APA member has a continuing duty to maintain professional knowledge and skill at the level required to ensure that a client receives competent professional services based on current developments in practice, legislation and techniques. Practitioners should act diligently and in accordance with applicable technical and professional standards. Any mandatory CPD should be completed within the conditions of APA membership in line with the relevant membership category.

Confidentiality

APA members should respect the confidentiality of information acquired as a result of professional and business relationships and should not disclose any such information to third parties without proper and specific authority unless there is a legal or professional right or duty to disclose. Confidential information acquired as a result of professional and business relationships should not be used for the personal advantage of the APA member or any third parties.

Professional behaviour

APA members should comply with relevant laws and regulations and should avoid any action that discredits the profession.

The Code of Professional Conduct is the expectation of the APA that all members working in the field of Ayurveda will abide by the standards of behaviour and practice set out in the guidance.

Guidance

All full APA members must be professionally trained and commit to practising within the ethical framework of the APA

This Code contains the standards of ethics, practice and conduct which the APA expects of all practitioners, and which must be followed whatever your modality of practice and whether you meet clients in person, online or otherwise.

The term 'practitioner' means an individual who practises Ayurveda in the UK under the appropriate category of membership and registration with the APA.

The term 'client' includes individuals, couples, or groups who engage in Ayurvedic treatments and retreats.

Should a concern arise about a practitioner's practice, or a complaint be made, it will be looked at by the APA Executive Committee and if judged to be against these standards may result in termination of membership.

The APA expects the striving for ethical practice and conduct, even when doing so may involve making difficult decisions.

In the points below, the APA set out the key elements to ethical practice and have grouped them under these headings:

Best interests of clients

- Act in your client's best interests.
- Treat clients with respect.
- Respect your client's autonomy.
- Not have sexual contact or sexual relationship with clients.
- Not exploit or abuse your relationship with clients (current or past) for any purpose including your emotional, sexual or financial gain.
- Not harm or collude in the harming of your client or the clients of others.

Professionalism

- Decline any gifts, favours, money or hospitality that might be interpreted as exploitative.
- Be aware of the power imbalance between the practitioner and client, take responsibility for clarifying and managing boundaries and protecting confidentiality.
- Exercise all reasonable care before entering into a personal or business relationship with former clients, taking into account the time that has elapsed since treatment ended. Should such a relationship prove to be detrimental to the former client, you may be called to answer an allegation of misusing your former position.
- Recognise that your behaviour outside your professional life may have an effect on your relationship with clients and take responsibility for examining the effect of this in your working practice.

Communication and consent

- Provide in your advertising, and on request, a clear and honest statement of the qualifications relevant to your scope and field of practice, and advertise your services accurately and authentically in a responsible and professional manner.
- Ensure that the use of title such as “Doctor/DR” and post nominal initials after a name used in any communications are accurate and reasonably informs the public of their relevance to the practice of Ayurveda.
- Not make any claims which you cannot demonstrate to be true or include testimonials from clients in any advertising.
- Explain to a client, or prospective client, your terms, fees and conditions and, have information readily available to clarify other related questions such as likely length of treatment, methods of practice to be used, the extent of your own involvement, complaints processes and how to make a complaint, as well as arrangements for termination of treatments.
- Confirm each client’s consent to the specifics of the service you will offer, through a clear contract at the outset of treatment. The APA does not specify a written contract but in the case of any conflict a clear written contract supports both the client and yourself. Help clients to understand the nature of any proposed treatment and its implications, what to expect, the risks involved, what is and is not being offered, and any relevant alternative options.
- Not intentionally mislead a client about the nature of Ayurvedic Treatments.
- Only participate in research about clients with clients’ verifiable and informed consent before the commencement of therapy and research, clarifying the nature, purpose and conditions of any research in which clients are involved.

Records and confidentiality

- Respect, protect and preserve clients’ confidentiality. You must protect sensitive and personally identifiable information obtained in the course of your professional work.
- Safeguard the welfare and anonymity of clients when any form of publication of clinical material is being considered and to always obtain your client’s verifiable consent in any case where the welfare or anonymity of a client may be compromised. This includes situations where a client or former client might recognise themselves in case material despite the changing of names or actual circumstances.
- Make notes appropriate to the modality of treatments being practised, and keep records which are accurate, legible and timely. Keep clients’ information confidential, subject to legal and ethical requirements, and discuss it only within appropriate professional settings.
- Notify clients, when appropriate or on request, that there are legal and ethical limits to confidentiality, and circumstances under which confidential

information might be disclosed to a third party. (i.e. if client or other person is deemed to be at immediate risk)

- Consider obtaining legal and ethical advice in relation to providing information for judicial or administrative proceedings, and as to the potential impact that this could have on the commitment of confidentiality to the client, even when client consent is given.

Professional knowledge, skills and experience

- Offer only the forms of treatments in which you have had adequate training or experience and fall within the appropriate category of membership registered with the APA.
- Understand the limits of your competence and stay within them in all your professional activity, referring clients to another professional when appropriate. This includes recognising that particular clients may have needs which not all practitioners are equipped to address.
- Ensure continuing ability to practise by securing at a minimum 15 hours mandatory Continuous Professional Development (no maximum hours voluntary) sufficient to meet the requirements of membership within the APA,
- Ensure that you do not work with clients if you are not able to do so for physical or mental health reasons, or when impaired by the effects of drugs, alcohol or medication.
- Make considered and timely arrangements for the termination of a client relationship, or if you are unable to continue to practise, ensuring that clients are informed and alternative practitioners are identified where possible.

Social responsibility

- Actively consider issues of diversity and equalities as these affect all aspects of your work and acknowledge the need for a continuing process of self-enquiry and professional development.
- Not allow prejudice about a client's sex, age, colour, race, disability, communication skills, sexuality, lifestyle, religious, cultural or political beliefs, social economic or immigration status to adversely affect the way you relate to them.
- Avoid behaviour that can be perceived as abusive or detrimental to any client or colleague based on the above factors.

Trust and confidence

- Act in a way which upholds the profession's reputation and promotes public confidence in the profession and its members, including outside of your professional life as an Ayurvedic practitioner

- Ensure that any communication in which you take part, and in particular your participation in social media, is carried out in a manner consistent with this Code.
- Be aware of and challenge questionable practice in yourself or others or potential breaches of this Code activate a formal complaint, especially where there may be ongoing harm to clients or you have significant grounds for believing clients to be at risk.
- Ensure that your professional work is adequately covered by appropriate indemnity insurance and you work within the scope of your insurance as held.
- Co-operate with any lawful investigation or inquiry relating to your practice.

End of DOCUMENT 2

Please go to the front page to sign the document.

Revised on February 2024