



Code of Ethics

1. **Honesty and transparency:** We will be honest and transparent with our clients, stakeholders, and the public in all of our communications and activities. We will not deceive or mislead through our words or actions.
2. **Integrity:** We will conduct ourselves with integrity and maintain the highest ethical standards in all of our work.
3. **Confidentiality:** We will protect the confidentiality of our clients' information and respect their privacy.
4. **Respect:** We will treat all individuals with respect and dignity, regardless of their background, beliefs, or opinions.
5. **Fairness:** We will strive to be fair and impartial in our communications and activities.
6. **Responsibility:** We will take responsibility for our actions and their consequences.
7. **Professionalism:** We will maintain a high level of professionalism in all of our work, interactions, and communications.
8. **Continuous learning:** We will seek opportunities to learn and grow professionally in order to provide the best service to our clients.
9. **Social responsibility:** We will be mindful of our impact on society and the environment and strive to act in a socially responsible manner.

By adopting and adhering to this code of ethics, Cause UK PR can build trust with their clients, stakeholders, and the public, and contribute to the overall integrity and professionalism of the public relations industry.