

**BAY PROFESSIONAL PHOTOGRAPHERS ASSOCIATION
CODE OF ETHICS**

1. I will endeavor to enhance and enable the status of the photographic profession by maintaining a dignity of manner in my behavior in the presentation of the appearance of my studio or place of business and in all other forms of public contact.
2. I will observe the highest standard of honesty in all my transactions by avoiding the use of false titles, confusing or inaccurate technical terms or descriptions, misleading terms or claims.
3. I will at all times endeavor to produce only those types of photographic services that will enhance the prestige of the photography profession, apply my best efforts on behalf of the public and play my part in raising the general standard of the photography profession.
4. I will display a friendly spirit of cooperation with my fellow professional photographers and assist them whenever possible should they be in trouble or have difficulty.
5. I will assist and give my knowledge to the members of this profession. I will encourage them individually and collectively to ensure the quality of photography be consistently raised to higher standards.
6. In all matters to the interpretation of this code, I will recognize the authority of BPPA and agree to hold harmless the Board of Directors in any decision made on behalf of the corporation.