



CONSULTANTS CODE OF ETHICS

Promoting the highest standards of Feng Shui practice.

Foreword

The Association of Feng Shui Consultants (AFSC®) aspires to give the public confidence in the integrity of Feng Shui practice by ensuring that its Professional Members operate properly within pre-determined standards.

In pursuit of this, AFSC® represents and regulates the interests and practice of its Professional Members. AFSC® has established standards of conduct and practice which they believe the public have a right to expect from its Professional Members.

The Code should be central to the professional life of a consultant not only as a source of ethical guidance, but also as a common sense indicator to the principles of good practice. It is only through the maintenance of high standards by individuals that Feng Shui practice as a whole will be served, the public protected and the profession thrive.

Whilst the Code may form the basis of disciplinary proceedings in the event of a complaint against a Professional Member, it is the spirit of the code as well as its precise terms that are to be the guide. Feng Shui is an honourable calling with an ancient tradition. Those traditional principles are assumed to be encoded here and accepted by all practicing professionally – *they should be upright, selfless, dedicated to upholding the virtues; respectful of teacher and teaching; honourable and honest in all dealings with fellow human beings.*

Arriving at an appropriate Code is a continuing and developing process. AFSC® will review the Code regularly and will welcome all feedback that enables it to build constructively on the standards set. This Code may be changed at any time by resolution of the AFSC® Committee after publication of any proposed change in the AFSC® 's Newsletter.



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Introduction

1. This Code sets out the standards of professional conduct and practice expected of Feng Shui consultants, including complaints handling and client service. The Code does not repeat obligations placed upon consultants by general law, for example, in the areas of discrimination, health, safety and employment.
2. AFSC® aims to promote Feng Shui in a manner consistent with the highest standards of professional behaviour and personal integrity and requires its Professional Members to abide by this Code as the first condition of membership of the AFSC®.
3. The professional work of consultants takes many different forms and, accordingly, not all parts of this Code will apply automatically to all consultants.
4. That a course of conduct is not specifically referred to in the Code does not mean it cannot form the basis of disciplinary proceedings. Consultants should be guided as much by the spirit of the Code as by its express terms.
5. AFSC® does not favour or endorse any one interpretation, school or application of Feng Shui. Rather, it encourages the various schools of Feng Shui to co-exist and develop alongside each other. However, Feng Shui in the context of this Code refers specifically to the Chinese art of energising and harmonising environments using traditional and accepted practice.
6. AFSC® recognises that other disciplines, therapies and practices can be complementary to Feng Shui, but are outside the context of this Code. This Code is not a substitute for those of other professional bodies to which an individual member may belong. Members are encouraged to join the professional bodies of any other disciplines they may practice.
7. AFSC® has developed minimum standards for the education and training of those wishing to practice professionally. Only those meeting the standards of AFSC® will be eligible for accreditation by AFSC® leading to the Accredited Feng Shui Consultant AFSC® status of Professional Membership as defined within the Association Rules.
8. Professional Members of AFSC® are subject to the disciplinary procedures of the Association if it is satisfied they are guilty of unacceptable professional conduct or serious professional incompetence.
9. Disciplinary action may also be taken against any Professional Member convicted of a criminal offence with material relevance to their fitness to practise as a consultant.
10. Not every shortcoming on the part of a consultant, nor failure to comply with the provisions of the Code, will necessarily give rise to disciplinary



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proceedings. However, failure to follow the guidance of this code will be taken into account should it be necessary to examine the conduct or competence of a consultant.

Conduct and Competence

- 1.0 Integrity: at all times act with integrity and avoid any action or situations inconsistent with professional obligations.**
- 1.1 Consultants should not make, support or collaborate in any statement, written or otherwise, which is contrary to their professional opinion or which they know to be misleading, unfair to others, or otherwise discreditable to the profession or members holding differing views.
- 1.2 Consultants should disclose to a prospective client any personal or business interests that if not so disclosed might raise a conflict of interest or doubts about their integrity.
- 1.3 Consultants should not, within Feng Shui practice, be in partnership or otherwise engaged with an unsuitable person, for example a person whose name has been removed from the registers of AFSC® by virtue of disciplinary measures; or disqualified from membership of any other recognised and relevant professional body.
- 1.4 Consultants should be guided by a high standard of personal integrity and compassion, never causing a client to be exploited and ensuring their confidentiality and safety, physically and psychologically:
- personal beliefs should not prejudice interactions with clients; nor views about a client's lifestyle, culture, belief, race, colour, gender, sexuality, age, social status or perceived economic worth, prejudice the work performed or recommended.
 - the clients' needs and desires should be adequately assessed. Consultants should listen to and respect their clients' views and allow them to be fully involved in decisions about the work. Only necessary services should be recommended or performed.



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- consultants are expected to accept their clients' right of choice, including their right to decline any service offered.
- consultants have the right to refuse a consultation provided the refusal is carried out in a professional manner. For example, where a client is mentally unstable or addicted to alcohol or drugs, discretion must be used for the protection of the consultant.
- it is a consultant's responsibility to ensure they are physically, psychologically, spiritually and medically fit to practice and that their own state will not in way put themselves or their clients at risk.

2.0 **Competence: consultants should only undertake work for which they are able to provide adequate professional and technical competence and resources.**

2.1 Where professional work may be carried out by an employee, or anyone acting under a consultant's direct control, the consultant is responsible for ensuring such person is competent to perform the task and, if necessary, is adequately supervised.

- Consultants must not lay claim to credentials and expertise they do not honestly possess; must know their limitations and not advise beyond their ability. When appropriate, they may recommend referral to another more suitably qualified professional to provide the service required.

3.0 **Advertising: only promote professional services in a truthful and responsible manner.**

3.1 In advertising their professional services or otherwise drawing them to the attention of potential clients, consultants should not make untruthful, unwarranted, exaggerated or misleading statements.



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- 3.2 Advertisements should be legal and conform, as appropriate, to the current policies of the Advertising Standards Authority and similar agencies.
- 3.3 The business style of a practice should not be misleading.
- 3.4 Consultants should ensure that the work of their practice and any branch, insofar as it relates to Feng Shui, is under the control and management of a Feng Shui consultant and that the identity of the consultant is apparent to clients and potential clients.
- 3.5 Consultants should not make unfounded claims or implications about their own training, ability or experience and shall not seek to attract business unfairly, immorally, unprofessionally or in any way which would discredit Feng Shui or AFSC®.
- 3.6 Consultants may express opinions and preferences about their own branches or schools of Feng Shui in a mature fashion, but should not openly defame any other school or tradition of Feng Shui.
- 3.7 Advertising should be accurate, ethical and dignified in tone and not contain unsustainable testimonials or claims, nor knowingly make comparisons with the services of other consultants. It should be confined to drawing attention to the range of services available, qualifications of the consultant and directly relevant details.
- Consultants are encouraged to use media publicity provided they fully understand and approve the context and provided that the manner in which media coverage of any aspect of their work or lifestyle is carried out is in keeping with the dignity of the profession and their membership of AFSC®.
- 4.0 **Client relations: carry out professional work, ethically, faithfully and conscientiously and with due regard to relevant technical and professional standards.**



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- 4.1 The Code encourages integrity, honesty and responsibility in the practice of Feng Shui, upholding and furthering the honourable standing of the profession and AFSC®. In relations with clients, colleagues and the public, consultants should behave respectfully, discreetly and honestly at all times.
- 4.2 The client's welfare should have priority at all times. The consultant, in recognising the potential of Feng Shui, should work with integrity and compassion for the benefit of the client, listen to and respect the client's views, treating the client politely, considerately and encouraging full involvement and understanding in the work undertaken.
- 4.3 The professional manner of consultants towards clients should be positive, supportive and competent, without making unsustainable promises about the outcome of any consultation.
- 4.4 Consultants should not knowingly work simultaneously for clients who are in direct competition with each other without their full knowledge.
- 4.5 Consultants should not take advantage of position within AFSC® for unethical gain, nor behave in any way that causes detriment to the profession of Feng Shui or the reputation of AFSC®.
- 4.6 A consultant should never instill fear or put pressure on clients, their family or staff by, for example, arousing unsubstantiated fear or anxiety for their health or wellbeing. Consultants should not exploit vulnerability or ignorance or abuse trust.
- 4.7 Proper moral conduct should always be paramount in consultants' relationships with clients. Their professional position shall not be used to establish improper personal relations with clients, their families or staff.
- 4.8 Consultants should not carry out any practice auxiliary or complementary to Feng Shui during a consultation unless it has been described to and accepted by the client beforehand.
- 4.9 Consultants should perform their work with due skill, care and diligence.



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4.10 Whilst consultants' primary responsibilities are to the client, they should nevertheless have due regard to their wider responsibility to conserve and enhance the quality of the environment and its natural resources.

5.0 Continuing professional development.

5.1 Consultants are encouraged to seek to expand and update their Feng Shui training, knowledge and skill as a necessary part of continuing professional development by participating in the AFSC®'s CPD Programme and becoming an Accredited Feng Shui Consultant AFSC®.

- That consultants have not maintained professional competence may count against them in the event of their competence being investigated.

6.0 Insurance: Accredited Feng Shui Consultants AFSC® should not undertake professional work without adequate and appropriate insurance cover. All other AFSC® members should consider obtaining appropriate insurance cover, however, it is not mandatory for AFSC® membership.

6.1 Accredited Feng Shui Consultants AFSC® should be adequately insured to practice professionally in Feng Shui and any chosen complementary disciplines.

6.2 Accredited Feng Shui Consultants AFSC® should possess a current certificate of insurance and policy covering public and employee liability; malpractice and professional indemnity. Cover should include consultations, sale of goods and other activities, such as teaching, if appropriate. Such insurance should also be valid where possible within all countries where professional practice of Feng Shui is undertaken.

- Consultants should not prescribe or recommend remedies and therapies beyond Feng Shui, as defined and understood by the Association, unless entitled by training, qualifications and insurance.



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7.0 Promote the Standards within this Code.

- 7.1 Consultants should conduct their professional work in accordance with this Code and report to AFSC® any serious breach of the Code which may come to their notice.
- 7.2 Consultants should report to AFSC® within 28 days any circumstances that may render themselves liable to serious breach of the Code. Failure to make a prompt report may count against them in the event of disciplinary proceedings.
- 7.3 Failure to co-operate with AFSC®'s Committee in the event of disciplinary proceedings may also in itself constitute grounds for disciplinary proceedings.
- 7.4 Any threat by a consultant to bring defamation proceedings in an attempt to frustrate investigation of a complaint may be regarded as unacceptable professional conduct in itself and treated accordingly.

Client Service and Complaints

8.0 Management of Professional Work.

- 8.1 Consultants should not undertake professional work unless the terms of the contract have been agreed as to the scope of the work and the fee or method of calculating it. The right of any client to decline these services after they have been outlined and explained should be respected.
- 8.2 Within reasonable expectation the consultant will take professional responsibility for ensuring the client fully understands the nature and implications of the Feng Shui consultation. It is recommended a written



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- report be provided (on the day of the consultation or thereafter) describing the recommendations made and advice given.
- 8.3 At the end of a contract (if requested) or otherwise upon reasonable demand the consultant should return to the client any papers, plans or other property to which the client is legally entitled and confirm whether any copies have been retained.
- 8.4 Consultants undertake to keep clear and accurate comprehensive records of all consultations such as will enable them to deliver an efficient client service and ensure appropriate and effective dispute resolution. In the event of complaint, disciplinary procedures may require access to these records.
- 8.5 Consultants should carry out their professional work without delay and, so far as is reasonably practicable, in accordance with any time-scale and cost limits agreed with the client.
- 8.6 Consultants should observe the confidentiality of their clients' affairs and not disclose confidential information without the prior consent of the client or other lawful authority.
- 8.7 Consultants have a duty to keep all attendance, records, knowledge, information, views relating to clients, clients' premises and their circumstances entirely confidential. Consultants must ensure they comply with the Data Protection Acts as appropriate and all such similar legislation as may be enacted.
- 9.0 Deal with disputes or complaints promptly and appropriately.**
- 9.1 Explore all possible avenues for a solution before referring any dispute to AFSC®.
- 9.2 Complaints should at every stage be handled courteously, sympathetically and where possible in accordance with the following time scale:
- acknowledgement should be sent within 10 working days from receipt of a complaint



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- a response addressing the issues should be sent within 30 working days.
- 9.3 In the event of a complaint being referred to the AFSC®, it will investigate thoroughly and impartially. If it finds against the consultant, the AFSC® may:
- expel the consultant
 - suspend the consultant from Professional Membership for a specified time
 - accompany the action by a public announcement.
- 9.4 The consultant will be given the opportunity to answer any charges. The disciplinary process is described in a document entitled *Making a Complaint to AFSC®*.

General Guidance

This Code has not been drafted in legal language and is not to be read as such.

Throughout the Code, *consultant* means a consultant currently named on the AFSC®'s register of Professional Members; *client* means the person or corporate body with whom the consultant makes an agreement or contract for the provision of services; *AFSC®* means the Association of Feng Shui Consultants.

Consultants should observe this Code whether working on their own account or as a partner or employee within another practice. Consultants are responsible for ensuring that their own staff conduct themselves in accordance with this Code.

AFSC® is not a statutory body, empowered in law, to regulate Feng Shui related activities by non-members or non-registered consultants. However, AFSC® has created this Code with the understanding that Professional Members of AFSC® will unswervingly abide by it.

In the event that any consultant becomes involved in civil or criminal proceedings arising from professional activities; or constituting an act of dishonesty or otherwise calling into question the integrity of the consultant, the



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Association may find that such action constitutes unacceptable professional conduct and act accordingly.

Consultants are expected to observe this Code wherever they work, except in a country where there are laws or nationally accepted standards for consultants which are at variance with this Code.

AFSC® is not in a position to give legal advice.

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