

CODE OF ETHICS

WE SHALL endeavor to produce photographs of quality equal or superior to the samples we display, to apply our finest efforts toward providing the best possible photographic services and to play our part in raising the general standards of photographic craftsmanship.

WE SHALL observe the highest standard of honesty in our transactions, avoiding the use of false, confusing, inaccurate and misleading terms, descriptions and claims.

WE SHALL at all times avoid the use of unfair competitive practices, as determined by any court of competent jurisdiction and related laws and statutes.

WE SHALL show a friendly spirit of cooperation to our fellow professional photographers and assist them in time of need whenever possible.

WE SHALL share our knowledge with them and encourage them individually and collectively so the status of professional photography may be constantly raised in the eyes of the public.

WE SHALL endeavor to maintain a dignity of manner in our behavior, in the presentation of our photography and photographic services, in our appearance and that of our place of business, and in all other forms of public contact.