

Ceryn Rowntree

Code of Ethics

Within my work with clients I promise to:

- Conduct myself with integrity, responsibility and accountability in all dealings with my clients, and all of my professional work in order to reflect positively upon my own business and the professions which I represent.
- Treat my clients with absolute dignity, respect, honesty, confidentiality and as equals at all times.
- Attend meetings, answer calls and dial into online sessions at the agreed time.
- Be prepared for each coaching appointment.
- Adhere to the Data Protection Act (1974/1998) at all times, including within the creation, maintenance, storage and disposal of any records relating to my work; and treat all information discussed with my clients or written to or by my clients completely confidentially, and never to disclose any of this information to a third party unless previously agreed.
- Respect the confidentiality of my client's information, unless otherwise authorised by my client, or excepting any legal requirements.
- Take all reasonable steps to notify the appropriate authorities in the event that a client discloses an intention to endanger themselves or others, or to commit an unlawful act.
- Take responsibility for setting clear, appropriate, and culturally sensitive boundaries that govern any physical contact that I may have with my clients.
- Not become sexually involved with any of my clients in any way.
- Ensure that, prior to or at the initial session, my coaching clients understand the nature of coaching, bounds of confidentiality, financial arrangements and other terms of the coaching agreement.
- Commit to any agreements made with my clients and to completing my part of any therapeutic relationship.
- Construct clear agreements with my clients, and honour all agreements made within the initial coaching contract.
- Never deceive, mislead, defraud or misrepresent my clients in any way.
- Provide information on alternative professional services or opportunities if appropriate to any client's desired outcomes; in this case services will be offered without any liability or obligation to myself or my company.
- Share my experience, skills, knowledge and expertise as necessary and/or appropriate.
- Support, assist, encourage and guide clients in fulfilling the outcomes or objectives we have agreed.
- Challenge any self-deceptions or issues that hinder a client's progress towards those goals in any way.



- Encourage clients forward to reach their full capacity in a safe and supportive manner, including when they feel they may have reached their limit.
- Speak with each client fully about the eventual end of our therapeutic relationship, ensuring that they are prepared for this ending and are comfortable with future support options.
- Respect my client's right to terminate coaching at any point during the process.
- Continue to invest in my professional development and supervision to ensure my ability to provide the best possible therapeutic experience and professional service.
- Seek regular and appropriate professional supervision to help ensure the effectiveness of my work, including seeking additional supervision if necessary to address any issues that may impair, conflict or interfere with my professional work and/or performance, and take the necessary resulting action.
- Obtain agreement from my client before releasing their name or any other client identifying information for the use of references on marketing material.
- Obtain agreement from my client before releasing information to any other person, and will disclose to my client any and all anticipated compensation from third parties that I may receive for referrals of that client.
- Seek to avoid conflicts between my interests and those of my clients. If any actual conflict of interest or the potential for a conflict of interest arises, I will openly disclose it and fully discuss with my client how to deal with it in whatever way best serves my client.

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