



The Association for Professional Hypnosis and Psychotherapy

(Hereinafter referred to as 'The Association')

*The rules laid out in this document take effect as from August 1st, 2021, and override any other documentation or advice given since **The Association** was first established.*

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This document contains details of:

- **Code of Ethics**

*As an Association, **The APHP Ltd & NRPC** will always be inclusive and cognisant of the diversity and equality of all members. This is to be irrespective of their legally identified, perceived or self-identified gender, marital status, ethnic origin, physical disability, age, nationality, national origin, sexual orientation, religion, or socio-economic background.*

APHP & NRPC Code of Ethics

All practicing members of 'The Association' and 'The Register' undertake to:

1. Maintain strict confidentiality within the therapeutic relationship, consistent with the good care of the client and the laws of the land and ensure that any client notes and records be kept secure and confidential. Confidentiality must be always observed unless:

(a) it is demonstrably in the best interest of the client/patient to

disclose relevant information to the client's medical consultant or Physician;

(b) the client/patient has given their written permission to disclose information to their medical consultant or Physician;

(c) where the law requires disclosure;

(d) when sharing information with fellow professionals for the purposes of supervision. In the latter case, client anonymity must be guaranteed;

(e) in the event of a complaint being made against them, subject to the complainant providing written consent for their notes and records to be made available, members may be required to provide this information to **The Association** on demand. Practitioners must note that the question of confidentiality also applies to client records, computerised records (which must conform to the Data Protection Act, 1986) and any current GDPR regulations. This applies also to any audio or video recording. Any information or case histories used for training or commercial purposes must have the written consent of the individual involved.

2. Never promise a cure for any condition or problem, nor give advice or otherwise pass comment on any medical, psychiatric, or psychological problem or condition unless they have training and qualifications in these fields.

3. To provide a service to clients only in those areas in which they have trained and demonstrated competence, and for which they carry full professional indemnity insurance that is acceptable to **The Association**.

4. Be aware of their own limitations and experience and whenever appropriate, be prepared to refer a client on to another more suitable practitioner (whether or not that practitioner be a member of **The Association**) who might reasonably be expected to offer suitable treatment.

5. Ensure as far as possible that wherever an aspect of the client's condition is either known or suspected to be beyond their area of expertise, the client be advised to seek medical or other appropriate advice.

6. Always obtain written permission from the client (or client's parents/guardians if appropriate) before recording client sessions by *any* method other than written notes and inform clients or guardians of GDPR legislation.

7. Take all reasonable steps to ensure the safety of both the client and any person who may be accompanying the client.

8. Refrain from using their position of trust to exploit the client emotionally, sexually, financially or in other way whatsoever. Should either a sexual or financial relationship (other than the payment of session fees or purchase of books, tapes, or other relevant products) develop between either therapist and client or members of their respective immediate families, the therapist must immediately cease to accept fees, terminate treatment consistent with clause 9 below and transfer the client to another suitable therapist at the earliest opportunity.

9. Refrain from commencing any sort of relationship with any client, past or present, other than a therapeutic one. Clients must remain solely as clients. Members are *strongly advised* against working with friends or family for anything other than simple relaxation work or other 'single-session' therapies.

10. Terminate treatment at the earliest moment consistent with the good care of the client.

11. As a therapist you should provide services whilst being cognisant of the diversity and equality of all clients. This is to be irrespective of their legally identified, perceived or self-identified gender, marital status, ethnic origin, physical disability, age, nationality, national origin, sexual orientation, religion, beliefs or socio-economic background. Where a therapist is unable to act in the spirit of the foregoing, i.e. where a therapist is not at ease with some aspect of the client's 'way of being', or cannot make reasonable adjustment to accommodate special requirements (such as step free access, or to accommodate a chaperone for example) then it is part of that therapist's duty of care to refer the client on to another suitable practitioner.

12. As far as possible, not to refuse therapy because of financial hardship.

13. Ensure that their workplace and all facilities offered to both clients and their companions will be in every respect suitable and appropriate for the service provided.

14. Disclose full details of all relevant training, experience, and qualifications to clients upon request.

15. Make no claim that they hold specific qualifications unless such claim can be totally substantiated.

16. Use no claim or title connected with **The Association** other than that they are Members of **The Association**. Appropriate designated letters, i.e. LAPHP (Licentiate), MAPHP (Member), MAPHP (Acc.) (Accredited Member), FAPHP (Fellow) and Association logos may be displayed.

17. Explain fully to clients in advance of any treatment, fees, terms of payment, session length, and any charges levied for non-attendance or cancelled appointments.
18. Present all services and products in an unambiguous manner and ensure that the client retains complete control of the decision to purchase such services or products.
19. Neither expect nor encourage gifts from clients. Small tokens of appreciation may be accepted at the end of therapy but should in no way be solicited.
20. Conduct themselves *at all times* in accordance with their professional status.
21. (a) Inform **The Association**, upon initial application, of any disciplinary action taken against them by any professional body and further inform **The Association**, in writing, of any subsequent action taken against them whilst a member of **The Association**. (b) Confirm, upon initial application, that they have not been convicted of any offence likely to bring their professional name or the reputation of **The Association** into disrepute and undertake to inform **The Association**, in writing, should such an event subsequently occur whilst a member of **The Association**.
22. Inform **The Association**, in writing, of any change in contact address, email address and/or telephone number, at the earliest convenient moment.
23. Minors (under 16 years old) must always be accompanied by a parent or guardian throughout any session, including assessment sessions.
24. UK members must ensure that all advertising shall comply with the British Code of Advertising Practice, accord with the Advertising Standards Authority and make available all such literature to **The Association** on demand. In the case of overseas Members, their advertising shall comply fully with the laws of their land.
25. Make available all relevant information requested as a result of investigation by the appointed Complaints and Disciplinary Officer without hindrance (whether implied or actual) or unreasonable delay and comply fully with all requirements inherent within the Complaints and Disciplinary procedure.
26. To use a trading name (i.e. 'Anytown Hypnotherapy Centre') only if operating their practice from a bona fide commercial premises.
27. To never publicly criticise or malign another member of the profession, either with or without perceived justification, whether or not they are a member of **The Association**.

28. To report to **The Association**, any other Member who appears to be in breaking one or more of the ethical rules laid down in this document. Such complaint can be made with total confidentiality; the complainant's name will not be revealed other than to the members of the Advisory Board. Anonymous complaints will not be considered but all others will be fully investigated.

29. If a member publishes a testimonial from any client, it is **essential** to ensure that;
(a) proper registration of the member's practice with the data commission is up-to-date. (ICO)

(b) no statement in such testimonial makes any statement that is not allowed under the terms of the British Code of Advertising Practice. and

(c) the original dated document containing the testimonial, for example email, must be held securely and must include proper contact details of the individual providing the testimonial such as their email address.

When using a client testimonial you must maintain the clients confidentiality.

You must gain written permission from the client that they understand they may be contacted, so that the testimonial can be substantiated.

30. Members will comply with all current up to date GDPR regulations and data handling practices, including privacy notices/policies or statements on websites.

31. Members will refrain from any behaviour in connection with their professional endeavours that would be likely to bring **the Association** into disrepute.

32. Members shall not use the title "Doctor" in a manner which may mislead any member of the public to believe that they are medically qualified if they are not so qualified. Any use of the title must be clearly defined by a qualifying statement, i.e. the form of a doctorate.

All members accept that this is not a static document and that it may be altered from time to time, by The Association, in accordance with the need to ensure ongoing professionalism within the field of hypnotherapy and psychotherapy.