



## Code of Ethics

The Code of Ethics is provided to advise teams of what is acceptable practice. It is intended to ensure that the public are protected from improper practices and to establish and maintain proper standards of behaviour by teams of the GUDI-BMT .

The Teams of The Guild of GUDI-BMT reserve the right to consider any form of professional misconduct which may be brought to their attention, even though such misconduct may not appear to come within the scope or precise wording of any of the rules set out in the Code of Ethics. Applications for all categories of teams are accepted on the understanding that members will adhere to the restrictions defined in the Code of Ethics.

Applications which are made in contravention of the Code of Ethics will be considered to have been made under false pretences.

### **Code of Ethics**

At GUDI-BMT teams Beauty Therapists are obliged to uphold the dignity of the profession and shall conduct themselves in conformity with good taste and professional decorum.

Teams agree to act honourably towards their clients and fellow practitioners.

Teams agree to maintain the confidentiality of their clients at all times.

Teams must refrain from criticising the work of fellow practitioners.

Teams must not undertake treatments which are beyond the scope of their professional training. Teams who do not hold a relevant medical qualification must advise clients to consult a medical practitioner in such cases.

Teams must not treat any client for a condition which, to their knowledge, is at the time under the care of a medical practitioner without the knowledge and consent of

that practitioner. Members should enquire before treating a client for the first time if the client is under the care of a medical practitioner.

### **Breach of Code**

Any breach of The Code of Ethics may be deemed professional misconduct. The Teams of The GUDI-BMT reserve the right to suspend or terminate contracts of the individual or group of individuals in such cases. The decision of the Directors in such cases is final.

All teams, badges, uniforms and references as well as DBS certificate.

Teams must not give injections or prescribe pills, ointments or lotions which should be prescribed by a medical practitioner.

Teams must not engage in activities which are illegal or immoral. Teams must not work in, or be associated with establishments which offer services which are illegal or immoral.

## **CODE OF ETHICS, CONDUCT AND PRACTICE**

### **Code of Ethics**

Members are required to:

- Represent their qualifications honestly, including their educational achievements and professional affiliations, and will provide only those services they are qualified to perform.
- Be aware of contraindications for massage and bodywork, and refrain from treatment where appropriate.
- Acknowledge the limitations of sport and remedial massage and bodywork and refer clients on to appropriate health professionals when necessary.
- Provide treatment only where there is reasonable expectation that it will be advantageous to the client.
- Consistently maintain and improve their professional knowledge, developing a portfolio of education.
- Conduct their business and professional activities with honesty, integrity, and respect the views and beliefs of their clients in regard to gender, ethnic origins, cultural background, sexuality, lifestyle, age and social status.
- Refrain from unjust discrimination against clients or other healthcare professionals.

- Ensure that clients have an understanding about what is involved in their treatment and that voluntary informed consent is obtained either verbally or in a written form prior to treatment commencing.
- Respect the client's right to refuse or terminate treatment at any time, regardless to prior consent given.
- Members may exercise the right to refuse treatment to any person, or part of the body, for just and reasonable cause.
- Any ISRM member undertaking research must adhere to the code of ethics and standards laid down by the Education Research Trust.

## **Code of Conduct**

### **Professional**

- Teams should be sensitive to a client's modesty at all times, and provide appropriate draping and treatment in a way that ensures their comfort and privacy.
- Physical examinations or treatments of children under the age of 16 (18 years for England) must be in the presence of their parent or guardian. Treatment can be given in the presence of a chaperone, who must be a responsible adult, with written consent from the parent or guardian.
- Where a client is already receiving medical treatment for their presenting condition, treatment should not be commenced without prior consent from the respective practitioner.

### **Personal**

- Teams who have been convicted of a criminal offence or have accepted a police caution for any of the following must inform ISRM. Each case will be considered individually and a decision made in the light of the circumstances of the case:
  - Violence
  - Abuse
  - Sexual misconduct
  - Supplying drugs
  - Drink-driving offences where someone was hurt or killed
  - Serious offences involving dishonesty
  - Any serious criminal offences for which you received a prison sentence.

## **Code of Practice**

### **Records**

- Teams should maintain contemporaneous and up-to-date records of all clients in regard to medical history, presenting complaint, assessment and procedures performed.
- The record keeping process should be as transparent as possible, and clients should be made aware that records are being kept.

- All records should be kept according to the 8 principles Data Protection Act (1998). These state that data must be:
- fairly and lawfully processed
- processed for limited purposes
- adequate, relevant and not excessive
- accurate
- not kept for longer than is necessary
- processed in line with your rights
- secure
- not transferred to countries without adequate protection.
- Where a member works as part of a group practice or clinic, members should ensure that the practice or clinic is registered under the Data Protection Act (1998) where appropriate.
- Records must be kept in a secure place, adequately safeguarded and not accessible to third parties. Computerised Records must be kept secure from unauthorised access. Members are advised to seek advice relating to the requirement to register under the Data Protection Act where client records are computerised.
- Teams should safeguard the confidentiality of all client information. Disclosure to third parties, including other healthcare professionals should be only with the client's written permission. (Where information is disclosed to other parties, advice should be sought relating to the requirement to register under the Data Protection Act. Where Credit Card payments are taken by individuals not covered by a group Data Protection Registration, it is recommended that advice is sought relating to the requirement to register.)
- Client records need to be kept for seven years, in the case of children 5 for years after their 21st birthday, for terminally or seriously ill clients records should be retained indefinitely.

### **Personal**

- Teams must hold adequate professional insurance cover.
- Full Teams may use the designation ISRM after their name.

### **Premises**

- Treatment areas must be hygienic, safe and equipped to clinical standards. Any couch used must have an adequate working weight for the client and techniques used.
- Treatment rooms and public areas all must comply with current health and safety regulations.

### **Advertising**

- Any Advertising must be legal, decent, honest, truthful and in accordance with the British Code of Advertising Practice.
- Full Members may use the logo of the ISRM on business stationery & cards.
- Nothing may be published in the name of ISRM without prior agreement from ISRM.