



## **Baby Reflex Ethics and Ground Rules for dealing with others**

This summary is not intended to address every instance in which we will be required to observe and practice sound ethics, but provides a basis for the ethical principles and standards of conduct that we follow day-to-day. Whilst caring for babies and children is our primary aim we will continue to foster an environment of mutual trust and respect between ourselves and all those with whom we have contact.

Our Ethical Policy dictates the following:

### **Law**

Our policy will operate within applicable law.

We are an International organisation and therefore have a responsibility to follow all of the applicable laws and regulations in each and every location in which, or with whom, we have connections.

In all instances where the law does not explicitly address an ethical matter, whilst adhering to the spirit of the law, we will use our own good judgment.

In all cases where law is more precise or strict than our own Ethics Policy, we will follow that law. In all cases where our own Ethics Policy is more precise or strict than law, but does not conflict with that law, then our own Ethics Policy will prevail.

### **Good Judgement and Best Practice**

Good judgment and best practice are fundamental to Baby Reflex and will be applied in, and to, all aspects of our work.

### **Commitments**

We will only seek objectives and make commitments that we believe to be achievable. We will not make commitments unless we believe them to be achievable.

Promoting the use of treatments of Baby Reflex and Reflexology to, and with, all professionals who are engaged in Health Care, as well as the general public, will remain one of our major objectives.

We are committed to keeping our own Members, and the general public at large, as fully informed as possible on any matters that we feel are of interest to, or useful for, children, parents and professionals engaged in working with such patients.

We are committed to the best possible service to all with whom we work and will strive to review, improve and continually develop the services that we provide.

### **Diversity**

We believe that it is the diverse backgrounds, cultures and nationalities of those who are a part of, and constitute, Baby Reflex, around the world, that add to the real benefits we seek to provide.

### **Discrimination**

We seek to treat everyone with whom we come into contact, fairly, and with respect and dignity. We do NOT tolerate discrimination of any kind, and that includes, but is not limited to, discrimination of gender, age, race, disability, religion or belief, and neither is harassment or bullying of any kind accepted.

### **Fairness**

In order to achieve fairness in the way that our actions impact upon others, we follow processes which are unbiased and impartial.

### **Honesty**

We seek to be truthful and neither, deliberately deceive, nor mislead. We avoid misrepresentation, exaggerated claims or any other forms of false advertising. Baby Reflex products and services will always stand on their own merits.

### **Respect**

We totally respect and value the skills, abilities and contributions of those with whom we interact and at all times have regard for their own, and all patients', health, safety and general welfare.

### **Consideration**

We have a strong commitment to following environmental best practice, to social responsibility and to minimising negative impacts on the environment. We strive to maintain an awareness of the needs of others, and do all that we can to meet their practicable needs.

### **Freedom of Speech**

Baby Reflex believes in free speech and recognises the importance of the rights of all individuals, companies and organisations to express and

publish their views as they wish, providing that the publication and views expressed are lawful and do not infringe the lawful and legitimate rights of others. Views which promote intolerance or prejudice of any kind are not regarded as 'FREE SPEECH' in this context but are considered as abuse. Baby Reflex will seek to avoid, or continue, relationships with individuals, companies or organisations that, in their view, abuse free speech.

### **Integrity**

Baby Reflex seek to live up to, and practice, their ethical principles, despite outside influences that may, from time to time, have to be faced.