



Code of Ethics & Standards of Professional Conduct

VERSION 1.1

People Leading Business.™

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FOREWORD¹

The CPHR Alberta Code of Ethics and Standards of Professional Conduct express the professional commitment that CPHR Alberta members make to the ethical delivery of human resources practice in Alberta.

The Code of Ethics and the Standards of Professional Conduct serve not only as a guide to the profession itself, but as a source of assurance of the profession's concern for the public. It is a hallmark of a profession that there is a voluntary acceptance by its members that ethical conduct is, first and foremost, for the benefit and protection of the public, and only secondarily intended to achieve appropriate skills and conduct within the profession. It is to these purposes that CPHR Alberta's standards are directed.

CPHR Alberta's Code of Ethics and Standards of Professional Conduct are prescribed pursuant to the Alberta Societies Act section 9, 4 (a) and (b), and the CPHR Alberta By-Laws section 5.1 (a)(ii). The Standards of Professional Conduct define the responsibilities that all members of CPHR Alberta must discharge. The Code and the Standards serve as best practices for all non-members of CPHR Alberta who work in a human resources capacity in Alberta.

CHARACTERISTICS OF A PROFESSION

The Standards of Professional Conduct presume the existence of a profession. Since the word "profession" has lost some of its earlier precision due to widespread application, it is worthwhile to review the characteristics that exemplify the marks of a profession in the traditional sense. Much has been written on the subject, and court cases have revolved around it. The following are distinguishing characteristics of a profession:

1. there is mastery by the practitioners of a particular intellectual skill, acquired by lengthy training and education;
2. the profession centres on the provision of services rather than entrepreneurial dealing in goods;
3. there is an outlook, in the practice of the profession, which is essentially objective;
4. there is an individual responsibility by the practitioners to place the public good above their own personal interests;
5. there exists a developed and independent society or institute, comprising the members of the profession, which sets and maintains standards of qualification, attests to the competence of the individual practitioner and safeguards and develops the skills and standards of the profession;

¹ Adapted with permission from the Canadian Institute of Chartered Accountants' Rules of Professional Conduct (June 2010).



6. there is a specialized code of ethical conduct, defined and enforced by that society or institute, designed principally for the protection of the public; and,
7. there is a belief, on the part of those engaged in the profession, in the virtue of interchange of views, and in a duty to contribute to the development of their profession, adding to its knowledge and sharing advances in knowledge and technique with their fellow members.

ROLE OF CPHR ALBERTA

CPHR Alberta is a voluntary professional organization. CPHR Alberta's overarching objective is to protect the public by ensuring that Human Resources practitioners in Alberta are competent and act in an ethical manner. The CPHR Alberta Code of Ethics and Standards of Professional Conduct support this objective in two ways: (1) they provide guidance to Human Resources practitioners as to what is acceptable professional conduct, and (2) they provide guidelines for defining what constitutes unprofessional conduct in the Human Resources profession.

Ethical codes, standards of professional conduct, and standards of practice are similar in that they each pertain to regulation and governance of member conduct; yet, each is somewhat different than the other. Code of ethics establishes the principles that guide member conduct. Standards, sometimes also referred to as rules of professional conduct, define member behaviours that are observable. Standards of practice refer to a measure for the practice of the profession.

These principles and standards set out in the Code of Ethics and Standards of Professional Conduct, are an integral part of CPHR Alberta's governance of the profession and provide guidance on the following processes within CPHR Alberta:

- Registration;
- Regulation of professional conduct;
- Complaints and investigations;
- Discipline; and,
- Appeals as well as other internal review mechanisms.

The Code of Ethics and Standards of Professional Conduct establish the duties of a member toward an employer or clients, employees, other professionals, the profession, and the public. The Code of Ethics and Standards of Professional Conduct apply to all members registered by CPHR Alberta, whether responsible for Human Resources policies of an organization, whether as employees of the organization, or in an independent practice providing services to organizations.

CHAPTER I – DEFINITIONS

For the purposes of these Standards of Professional Conduct, the following definitions apply.

"Act" means the Alberta Societies Act, 2004.

"Applicant" means a person applying to become a member of CPHR Alberta in the categories and according to the criteria established by the By-Laws of CPHR Alberta.

"Board" means the Board of Directors of CPHR Alberta; "By-Laws" means the By-Laws of CPHR Alberta.

"Chartered Member" means a member of CPHR Alberta who holds the Chartered Professional in Human Resources designation.

"Confidential Information" means any information that is shared with the reasonable expectation that the information would not be divulged unnecessarily to a third party;

“Dignity” means the moral, ethical, legal, and political recognition of one’s innate right to be valued and receive ethical treatment.

“Employee” refers to an individual employed by an organization to do work who receives or is entitled to wages however short or long term that employment relationship may be defined.

“Independent Consultant” refers to a member in independent practice.

“Independent Practice” refers to when a member is practicing Human Resources on a fee for service basis, as a consultant or otherwise, but not as an employee of any particular organization.

“Member” means an individual who is registered as a Member of CPHR Alberta in any of the CPHR Alberta’s registration categories in accordance with the criteria established by the By-Laws.

“Personal Information” means information about an identifiable individual, but does not include the name, title or business address or business telephone number of an employee of an organization that may be disclosed in the normal course of business subject to section 40 of the Freedom of Information and Protection of Privacy Act, 2000.

“Practitioner” means any Member working in a human resource capacity either for an employer or in independent practice.

“Professional” means a Chartered Professional in Human Resources, one who has committed to fulfilling their professional obligations.

“Professional Independence” means the degree of objectivity an HR professional has in conduct of their work and in expressing a professional opinion independent of third-party influence that may compromise one’s professional judgment.

“Professional Obligations” refer to the requirements of a member to uphold the standards of the profession: abide by the Code of Ethics and Standards of Professional Conduct; maintain their competence; and maintain their membership.

“Professional Opinion” means an independent objective opinion by a chartered member free from third-party influence or bias.

“Public” means individuals or groups of individuals that a member interacts with in the provision of services while in Independent Practice, or as an Employee of an organization.

“Register” means the official register of member names which is maintained by CPHR Alberta;

“Registrar” has the meaning set out in the Act and the CPHR Alberta By-Laws. “Registration” refers to the act of placing someone on the CPHR Alberta register;

“Unprofessional Conduct” means one or more of the following, whether or not it is disgraceful or dishonourable:

1. displaying a lack of skill or judgment in the provision of professional services;
2. a contravention of the Code of Ethics or Standards of Professional Conduct;
3. a contravention of an enactment that applies to the profession;

4. representing that a person's registration with CPHR Alberta is in good standing while the person's registration was suspended or cancelled subject to section 3.9 of the CPHR Alberta By-Laws;
5. Failure or refusal to comply with an agreement that is part of a ratified settlement;
6. Failure or refusal to comply with a request from or to co-operate with CPHR Alberta; and,
7. Conduct that harms the integrity of the regulated profession.

Throughout this document, he/she or his/hers should be construed when using either.

CHAPTER II – DEFINITION OF THE PRACTICE OF HUMAN RESOURCES

The Scope of HR Practice is the creation and implementation of all policies, practices, and processes to effectively organize and manage human capital resources in the workplace in service of the ultimate goal to enhance organizational outcomes. Human Resources involves facilitating or influencing relations between individuals and various stakeholders in a variety of roles and working relationships; including but not limited to potential employees, former employees, and employers, and external stakeholders such as legal counsel, labour unions or other related parties.

Within the scope of HR practice, it is possible to apply different methods and techniques within the broader areas of human resources practice. Practitioners in human resources may develop and implement policies, measure and evaluate, organize, teach, coach, consult, conduct research, and provide leadership in specific parts of what is considered the body of knowledge.

The Practice of Human Resources includes, but is not limited to, one or more of the following:

- Strategy
- Professional practice
- Engagement
- Workforce planning and talent management
- Labour and employment relations
- Total rewards
- Learning and development
- Health, wellness, and safe workplace
- Human resources metrics, reporting, and financial management

CHAPTER III – APPLICABILITY

The Standards of Professional Conduct are prescribed pursuant to Alberta Societies Act section 9, 4 (a) and (b), and the CPHR Alberta By-Laws section 5.1 (a)(ii). These Standards of Professional Conduct establish the duties that any member of CPHR Alberta must discharge. The Code of Ethics and Standards of Professional Conduct apply to all members registered by CPHR Alberta.

CHAPTER IV – THE CODE OF ETHICS

Fundamental principles governing conduct

The Code of Ethics and Standards of Professional Conduct flow from special obligations accepted by the human resources profession. The reliance of the public, generally, and the business community, in particular, on sound and competent advice on business affairs that include the complex nature of people - and the importance of that advice – impose these special obligations on the profession. They also firmly establish the profession’s social usefulness.

CPHR Alberta’s Code of Ethics is based on the national Code of Ethics set out by CPHR Canada.

The Code of Ethics is derived from seven ethical principles – fundamental statements of accepted conduct whose soundness is, for the most part, self-evident and are as follows:

- Competence;
- Legal requirements;
- Dignity in the workplace;
- Balancing interests;
- Confidentiality;
- Conflict of interest; and,
- Professional growth and support of other professionals.

Division I – Competence

Principle:

HR practitioners must maintain competence in carrying out their responsibilities and provide services in an honest and diligent manner. They must ensure that activities engaged in are within the limits of their knowledge, experience and skill. When providing services outside one’s level of competence, or the profession, the necessary assistance must be sought so as not to compromise professional responsibility.

Specifically,

1. A member shall maintain their professional competence by undertaking a continuing professional development program, as required by CPHR Alberta, to keep themselves informed and in compliance with changes to practices and standards in the profession.
2. A member shall practice the profession of Human Resources in keeping with best practices in the industry and all applicable laws.
3. A member shall bear in mind the limitations of his or her skills, knowledge, scope, limited time, and the means at his or her disposal. A member shall avoid
 - a. undertaking work for which the member is not sufficiently prepared without obtaining the necessary assistance or information;
 - b. accepting an engagement in respect of which the member has not acquired or is unable to acquire, in the proper time, the necessary competence; and/or,

- c. accepting engagements or tasks in excess of that which will serve the best interests of his or her clients or the respect of his or her professional obligations may allow.
4. A member shall not engage in the practice of his or her profession, or use the tools and techniques of the profession, in a manner that could impair the reputation of the profession or the quality of the services provided.

Division II – Legal Requirements

Principle:

HR practitioners must adhere to all statutory acts, regulations and statutes that apply in their jurisdiction which relate to the field of Human Resources. They must not knowingly or otherwise engage in or condone any activity or attempt to circumvent the clear intention of the law.

Specifically,

1. A member shall not knowingly act in a manner that is dishonest, fraudulent, criminal, or illegal.
2. A member shall not retaliate in any way against individuals that are exercising their right to launch a complaint of grievance.
3. In developing Human Resources programs and policies, whether as the individual responsible for the program or policy, or when in independent practice on behalf of an organization, the member shall not knowingly implement, or allow to be implemented, Human Resources programs and policies that are dishonest, fraudulent, criminal, or illegal.
4. When advising an employer or client, a member shall not knowingly assist in or encourage dishonesty, fraud, crime, or illegal conduct, or instruct the employer or client on how to violate the law.
5. A member who discovers that dishonesty, fraud, crime, or illegal conduct, has been occurring in an organization shall take every reasonable step to attempt to stop the dishonest, fraudulent, criminal or illegal conduct.
6. A member shall not knowingly participate in or condone any act of retaliation on the part of the organization that employs them or to which they are providing service against employees who are exercising their right to launch a complaint or grievance.

Division III – Dignity in the Workplace

Principle:

HR practitioners support, promote and apply the legislative requirements and the principles of human rights, equity, dignity and respect in the workplace, within the profession and in society as a whole.

Specifically,

1. In the practice of Human Resources, a member shall
 - a. act in such a way as to respect the rights of all individuals involved;

- b. act in such a way as to protect the dignity of all individuals involved; and,
 - c. ensure that human resources policies and practices respect the rights and protect the dignity of all individuals involved.
2. A member shall, as far as the member is able, contribute to the furthering of human rights, equity, dignity and respect in the workplace.
3. In the practice of Human Resources, a member shall bear in mind
 - a. the importance of work and the work environment for the psychological well-being of individuals;
 - b. the necessary health and safety measures in the work environment in which the member practices his or her profession;
 - c. the protection of the physical and mental health of the persons under his or her authority or supervision;
 - d. the importance of courses and programs for the advancement, training, development or promotion of the persons under his or her authority or supervision; and,
 - e. the confidentiality of the records of persons under his or her authority or supervision and of the confidential information concerning these persons and that becomes known to him in the practice of his or her profession.
4. In the practice of Human Resources, a member shall not engage in, or condone
 - a. any acts of harassment or intimidation;
 - b. any acts of physical or psychological violence; and,
 - c. any acts of discrimination on the grounds noted in the Alberta Human Rights Act.
5. A member shall not commit acts derogatory to the reputation of the profession including knowingly preparing a false or incomplete declaration or report.

Division IV – Balancing Interests

Principle:

HR practitioners must, to the best of their abilities, strive to balance organizational and employee needs and interests in the practice of their profession.

Specifically,

1. A member must understand that while they may be employed or retained by a client or employer, he or she has a duty to parties other than their employer or their client.
2. A member must respect the legal rights of all individuals, including the rights of individuals who were previously employees of an organization and those pursuing employment with an organization.

3. In adversarial situations or in situations with competing interests, a member is required to act in good faith with professional independence towards all parties at all times.
4. When a member is engaged to act as a mediator, whether formally or informally, the member shall act in an impartial and unbiased manner.
5. A member must not use the power of their position, especially the access to personal information, to gain unfair advantage in any situation.

Division V – Confidentiality

Principle:

Human Resources practitioners must hold in strict confidence all confidential information acquired in the course of the performance of their duties and not divulge confidential information beyond those individuals required within the normal course of duty, unless required by law and/or where serious harm is imminent.

Specifically,

Practitioners will have access to and be responsible for much personal information gathered by employers for the purposes of hiring employees, managing the employment relationship, terminating employment, and managing the post-termination relationship.

1. Human Resources practitioners are entrusted with significant personal information and the credibility of the profession depends on the honest and discrete management of this information on behalf of employees and employers. In order to clarify the relationship between practitioners and their clients, when relevant, members are expected to disclose that
 - a. there is no implied privilege or confidentiality between Human Resources practitioners and their clients beyond the requirements of the law;
 - b. there is a duty by the member to disclose criminal activity to the employer and appropriate civil authorities;
 - c. there is a duty to inform clients that legitimate complaints or concerns are protected by legislation, which protects from retaliation for making the legitimate complaint or concern;
 - d. there is a duty to prevent retaliation or for legitimate complaints or other disclosure; and,
 - e. there is a duty to undertake such action as is necessary to follow-up on legitimate complaints.
2. A member shall ensure that files and records that contain personal information are handled appropriately in accordance with accepted professional practice and in accordance with all appropriate laws applicable to the organization whether provincial or federal. This requirement applies regardless of the medium on which the information is stored.

3. When a member believes upon reasonable grounds that there is imminent risk to a person or persons of death or bodily harm, including psychological harm that substantially interferes with health or well-being of any person or persons, the member must
 - a. Disclose the relevant information which cannot be held in confidence; and,
 - b. Disclose as much confidential information or personal information as is necessary to prevent death or harm, but not more than is required.
4. For the purposes of preserving the privacy of confidential or personal information brought to his or her knowledge in the practice of his or her profession, a member shall refrain from using information with a view to obtaining a direct or indirect benefit for himself or herself or another person.
5. When required by law or by order of a tribunal of competent jurisdiction, a member shall disclose confidential or personal information.

Division VI – Conflict of Interest

Principle:

HR practitioners must either avoid, or disclose, a potential conflict of interest that might influence or might be perceived to influence, personal actions or judgments.

Specifically,

1. A member shall safeguard his or her professional independence at all times and ensure that they act without bias or third party influence. The member shall
 - a. ignore any intervention by a third party which could influence the fulfillment of his or her professional obligations to the detriment of his or her employer or client;
 - b. avoid carrying out a task contrary to his or her conscience or to the principles governing the practice of his or her profession; and,
 - c. avoid any situation in which the member would be in conflict of interest.
2. A member must not allow personal interest to interfere with his or her judgment or to cause him or her to act in an unprofessional manner.
3. A member may represent an employer or client, regardless of his or her personal opinion on the employer's or client's position in the matter.
4. Generally, a member shall only act for more than one party if the parties have the same or substantially similar interests. If a member's professional duties require that the member represent different interests in the same matter, the member shall specify the nature of his or her duties or responsibilities and shall inform the parties concerned that he or she will cease to act if the situation becomes irreconcilable with his or her duty to maintain professional independence.

5. A member called upon to work with another person, whether a member of the CPHR Alberta or a member of another professional association, shall preserve his or her professional independence.
6. A member shall not accept a gift or hospitality, including a product or service discount, from a client, individual or organization, unless the gift or hospitality is of token value to the member relative to the practice of his or her profession.
 - a. When accepting gifts or hospitality, a member shall pay special attention to the frequency of such gifts and hospitality that may be of token value to avoid a real or perceived conflict which may develop over time.
7. A member may have to adhere to additional conflicts of interest provisions from clients and employers. When a conflict arises between this conflict of interest and that of a third party, the more restrictive provisions shall apply.
8. As soon as a member becomes aware that he or she is in conflict of interest, real or perceived, this member shall notify the employer or client of this conflict of interest and request his or her authorization to continue carrying out the engagement.

Division VII – Professional Growth and Support of Other Professionals

Principle:

HR practitioners must maintain personal and professional growth in Human Resources by engaging in activities that enhance the credibility and value of the profession.

Specifically,

1. A member shall, as far as the member is able, contribute to the development of his or her own professional growth by taking part in continuing professional development activities.
2. A member shall, as far as the member is able, contribute to the development of others by sharing his or her knowledge and experience with those engaged in the profession.

CHAPTER V – STANDARDS OF PROFESSIONAL CONDUCT

Core standards governing practice

The Standards of Professional Conduct are derived from the seven ethical principles and, when taken together, ensure that practitioners deliver on the special obligations entrusted to members. The reliance of the public, generally, and the business community, in particular, on sound and competent advice on business affairs that include the complex nature of people - and the importance of that advice - impose these special obligations on the profession. They also firmly establish the profession's social usefulness.

These standards outline specific duties that will ensure the effectiveness and relevance of the advice provided by CPHR Alberta members. The public has a reasonable expectation that a member will carry out these duties with utmost diligence. These duties are as follows:

- Duties when employed by organizations
- Duties when managing or supervising others
- Duties when representing an individual or organization
- Duties when acting as an independent consultant
- Specific duties while carrying out an engagement
- Specific duties regarding professional liability insurance
- Specific duties regarding fees
- Specific duties regarding advertising and endorsements

The member shall, in particular

1. act with courtesy and respect toward employers, clients, employees, members of other professions, other members of CPHR Alberta, and the public;
2. establish a relationship of mutual trust between himself or herself and the employer or client;
3. respect the personal values and convictions of the employer or client;
4. recognize at all times the employer's or client's right to consult another member of the profession, a member of another professional association or any other competent person; and,
5. display reasonable availability and diligence.

Division I – Duties When Employed by Organizations

1. A member shall, as far as the member is able, ensure the Human Resources policies and practices of the organization
 - a. respect the rights and dignity of all stakeholders; and,
 - b. adhere to all applicable laws.
2. As an employee or independent consultant of an organization, a member shall
 - a. ensure all statements and reports are true;
 - b. correct misleading statements and reports;
 - c. In cases where a member is aware that a statement or report has been falsified but for which the member does not have jurisdiction, the member must take steps reasonable in the circumstances to report the misleading statements or reports; and,
 - d. Ensure all information provided by him or her to any regulatory agency is true and that no relevant information has been withheld.
3. As an employee or independent consultant of an organization, and as far as such matters fall under the control of the member, such member shall ensure that all records and documentation are up to date and accurate.

Division II – Duties when Managing or Supervising Others

1. Whether in independent practice or employed by an organization, where a member manages or supervises the work of others, the member shall
 - a. abide by all applicable workplace legislation in managing or supervising others; and,
 - b. carefully exercise his or her power or influence as managers and supervisors.
2. As a manager or supervisor, a member shall not direct another member, student, other professional, or any other person to perform Human Resources functions for which he/she is not adequately trained or reasonably competent to perform—jeopardizing safety or wellbeing of the client or an individual.

Division III – Duties when Representing an Individual or an Organization

Either as an independent consultant or as an employee of an organization, a member can be called upon to represent persons or organizations at various labour and employment tribunals as well as boards including, but not limited to

- Alberta Labour Relations Board
- Alberta Employment Standards Umpire
- Canadian Industrial Relations Board
- Alberta Human Rights Commission
- Canadian Human Rights Tribunal
- Alberta Grievance Arbitration Award
- Alberta Workers Compensation Board
- Grievance Settlement Board
- Public Service Labour Relations Board
- Office of the Information and Privacy Commissioner

1. When representing persons or organizations, a member shall
 - a. be sufficiently prepared to undertake this representation and will have obtained the necessary assistance or information to do so;
 - b. represent themselves as a member of the CPHR Alberta;
 - c. be free of any conflict of interest that would limit his or her ability to represent his or her organization or client in such proceedings;
 - d. not represent more than one side of a dispute;
 - e. not withdraw from representation of a client except for good cause and upon notice to the organization or client appropriate in the circumstances; and,
 - f. withdraw from representation of an organization or client if he or she is instructed to do something that is inconsistent with the member's duty to the tribunal and, following explanation, the organization or client persists in such direction.

2. A member shall show respect toward any commission of inquiry, body or tribunal, and their members. A member shall not, directly or indirectly, distribute or publish comments or remarks the member knows to be false or are overtly false, with respect to a commission of inquiry, a body or a tribunal or one of its members.
3. A member shall not, directly or indirectly, comment publicly by any means whatsoever, any matter pending before a commission of inquiry, a body or a tribunal and in which the member or one of his or her partners or employees is a party.

Division IV – Duties when Acting as an Independent Consultant

Specific Duties while Carrying out an Engagement

1. A member shall refrain from giving contradictory opinions or advice to a client. Before expressing an opinion or giving advice to a client, a member shall seek to obtain complete knowledge of the facts. The member shall inform the client of the scope of the engagement, the terms and conditions for carrying it out and obtain his or her consent as soon as possible. If, during the engagement, a new fact occurs that could alter the scope thereof or the terms and conditions for carrying it out, the member shall inform the client and obtain his or her consent as soon as possible.
2. In addition to his or her opinion and advice, a member shall provide any explanation necessary for the client to evaluate and understand the professional services received.
3. A member shall notify the client of the approximate and foreseeable cost of his or her professional services with regards to disbursements and fees. The member shall also provide the client with any explanation necessary to understand his or her account of fees and the terms and conditions of payment.
4. A member shall upon the client's request, account for the progress of the engagement entrusted to him or her by the client.
5. A member may not unilaterally terminate an engagement entrusted to him by an employer or client, except for valid and reasonable grounds. The following shall, in particular, constitute valid and reasonable grounds:
 - a. the member is in conflict of interest or a situation in which his or her professional independence could be questioned;
 - b. the client's confidence is lost;
 - c. the client has been deceitful or failed to cooperate;
 - d. the client has refused to pay the member's fees;
 - e. the client has attempted to induce the member to commit a discriminatory, fraudulent or illegal act; or,
 - f. if after reasonable attempts to communicate, the member does not receive a response from the client.

6. A member who, for valid and reasonable grounds, wishes to unilaterally terminate an engagement shall give prior notice to that effect indicating when the member will terminate the engagement. The member shall give that notice within a reasonable time and ensure, as is practicable, that it shall not be prejudicial to his or her client.

Specific Duties regarding Professional Liability and Insurance

1. A member in independent practice shall have professional liability insurance adequate for their situation.
2. It is prohibited to insert in a contract of professional services any clause excluding, directly or indirectly, in whole or in part, his or her personal civil liability. The member may not sign a contract containing such a clause.
3. A member may become a member of a corporation; however, the member shall nonetheless have full liability coverage for their professional practice.

Specific Duties regarding Fees

1. A member shall quote a fee for service only once adequate information has been provided about the extent of the contract.
2. The fee charges by a member should be disclosed to the client and must be fair and reasonable taking into consideration the following factors, as relevant:
 - a. the time and effort required to be spent on the project;
 - b. the complexity of the project;
 - c. whether special skill or service is required and provided;
 - d. the customary charges of other authorized entities of equal standing in the locality in like matters and circumstances;
 - e. the cost of the work involved in the project; and,
 - f. such other special circumstances, including loss of other employment, uncertainty of reward and urgency, as may apply with respect to the particular engagement.

Specific Duties regarding Advertising and Endorsements

1. A member may not, by any means whatsoever, engage in or allow the use of advertising that is false, incomplete, deceptive or likely to mislead.
2. A member who, in his or her advertising, claims to possess skills or specific qualities, particularly in respect of the effectiveness or scope of his or her services and of those generally ensured by other members of his or her profession, shall be able to substantiate such claim with objectively verifiable information.

3. A member may not resort to advertising practices likely to discredit or denigrate another professional, in particular another member of CPHR Alberta or a member of another professional association.
4. In his or her advertising, a member may not state or imply any endorsement by CPHR Alberta unless specifically authorized by CPHR Alberta.
5. A member may not misuse the member register of CPHR Alberta or other internal information or materials for their personal or professional gain.

CHAPTER VI – THE MEMBER’S RELATIONS WITH CPHR ALBERTA IN THE PRACTICE OF HIS OR HER PROFESSION

Division I – Identifying Oneself as a Member of CPHR Alberta

1. A member shall identify the level of qualification held with the CPHR Alberta to the employer or client.
2. A member shall be honest and forthright in representing their professional status:
 - a. pursuant to the bylaws of the CPHR Alberta, it is an offence to use the title Chartered Professional in Human Resources or the initials CPHR unless one has been granted the designation and has maintained the right to use the designation; and,
 - b. if asked, members must identify themselves as members of CPHR Alberta.
3. A member shall display their CPHR Alberta certificate in such a way that it is readily visible to members of the public.
4. Should a member’s certificate be revoked for whatever reason, the member must return the certificate to CPHR Alberta without delay.
5. A member shall actively participate in the activities of CPHR Alberta and, when possible, accept requests from CPHR Alberta to participate on discipline and/or practice review committees.
6. A member shall reply as soon as possible to any correspondence from the Registrar of CPHR Alberta, the board of CPHR Alberta, or a representative appointed by the board.

Division II – Honesty in Applications for Registration or Certification by CPHR Alberta

1. A member or applicant warrants that all information provided in the context of registration with or chartered status through CPHR Alberta is complete and accurate.
2. A member or applicant shall be honest, transparent and forthright during any examination conducted by CPHR Alberta, or its agents.
3. A member or applicant shall keep confidential any details of the content of any examination conducted by CPHR Alberta, or its agents.

Division III – Compliance with the Regulatory Authority of CPHR Alberta

1. A member of CPHR Alberta shall comply with the regulatory authority of CPHR Alberta.
2. When requested by CPHR Alberta, a member shall promptly provide an account of his/her activities, responsibilities and functions. When employed by an organization, the member shall also provide a description of the organization and the business of the organization.
3. A member shall not misrepresent their education, background, or experience in the process of obtaining chartered status.
4. If requested by a client, an employer, any employee of an organization that employs the member, or any member of the public, a member shall provide information regarding the engagement, function, location, and contact information for CPHR Alberta, and provide information about where the person can obtain
 - a. the statutes and by-laws that govern the Human Resources profession; and,
 - b. CPHR Alberta’s Code of Ethics and Standards of Professional Conduct.
5. A member is subject to the disciplinary authority of CPHR Alberta regardless of where the member’s conduct occurs.
6. A member shall assist with any CPHR Alberta disciplinary process, or any CPHR Alberta investigation into possible misconduct on the part of either himself or herself or on the part of any other member:
 - a. members must respond promptly and forthrightly to any request by the CPHR Alberta Registrar, the board of CPHR Alberta or other duly authorized person in connection to any CPHR Alberta disciplinary process or any CPHR Alberta investigation into possible misconduct;
 - b. members must consent to any request to appear in person to any disciplinary hearing conducted by CPHR Alberta; and,
 - c. members shall forward to CPHR Alberta any documents that are requested by CPHR Alberta in the context of a disciplinary process or investigation into possible misconduct.
7. A member shall not interfere with any CPHR Alberta disciplinary process, or any CPHR Alberta investigation into possible misconduct on the part of either himself or herself or on the part of any other member:
 - a. a member shall not communicate with a person who has filed a complaint against the member on any matter regarding the complaint or any matter arising from that complaint, without prior written permission of the board of CPHR Alberta or the Registrar, after having been notified that such a complaint had been filed;
 - b. a member shall not attempt to intimidate or harass a person who has filed a complaint against another member of CPHR Alberta; and,

- c. a member shall not threaten with retaliation any person who has filed a complaint against another member of CPHR Alberta.
8. A member shall promptly and faithfully abide by whatever sanctions may be imposed as a result of a disciplinary process.
9. A member shall adhere to any undertaking or agreement that the member has made with CPHR Alberta.

Division IV – Responsibility to Report Breach of Standards of Professional Conduct

1. A member shall first direct criticism regarding another member's practice in human resources to that member. After informing the member in writing of the intent to do so, must direct his or her concerns, to the Registrar of CPHR Alberta as well as other parties of interest.
2. Upon compliance with the requirement of Article 1, above, a member shall promptly report to the Registrar of CPHR Alberta any information concerning
 - a. a breach of the Code of Ethics;
 - b. a breach of the Standards of Professional Conduct;
 - c. any conduct which could reasonably be seen as unprofessional conduct; and,
 - d. any information raising reasonable doubts as to the competence, reputation or integrity of a member or applicant such as
 - i. a finding of guilt for a criminal offence or an offence;
 - ii. a finding of unprofessional conduct or incapacity by a regulatory authority, whether in Alberta or in another jurisdiction, whether it is in relation to the Human Resources profession or another profession; and,
 - iii. a proceeding for unprofessional conduct or incapacity, whether in Alberta or in another jurisdiction, whether it is in relation to the Human Resources profession or another profession.
3. Members are expected to respect the need to avoid unjustly discrediting the Human Resources profession or the reputation of other members by trivial or vexatious reports.
4. Members are expected to inform the Registrar of CPHR Alberta of any person who is not registered with the CPHR Alberta that has presented themselves as a member of CPHR Alberta.
5. Members are expected to inform the Registrar of CPHR Alberta that a person who has not been granted the Chartered Professional in Human Resources designation has presented themselves as having the designation.