



GARDEN MEDIA GUILD

ETHICAL GUIDELINES

Members of the Garden Media Guild have a duty at all times to:

- Strive to achieve the highest professional standards in his or her work;
- Be polite, fair and honest in all dealings with colleagues and clients;
- Refrain from any behaviour that would discredit the Guild or any member thereof;
- Respect the implications of all applicable intellectual property law, including the Copyright, Designs and Patents Act 1988 and the Trade Marks Act, 1994, refraining from infringement and plagiarism, not knowingly using for financial or professional advantage any intellectual property belonging to another without appropriate permission and acknowledgement;
- Be aware of the intellectual rights of garden owners and designers and strive to ensure that they are credited in any published work concerning a particular garden in which they have an interest;
- Endeavour to ensure that any advice given in published articles or books is accurate and fair and that comment and conjecture are not presented as established fact;
- Not publish or knowingly permit to be published on his or her behalf, any advertising or promotional material containing false or misleading statements;
- Deliver work on time, or provide fair warning of unavoidable delay, recognising that if a deadline is missed, it is not only his or her work that may be affected, but also the work and schedules of others involved;
- Be familiar with all safety regulations that apply in gardens and in commercial horticulture, adhere to them whilst working in gardens and promote them when appropriate in published work;
- Comply with all legal and regulatory requirements governing their work and their conduct in relation thereto.

These ethical guidelines have been compiled with reference to those published by the Guild of Food Writers, with their permission. It has also been checked and adapted by the Garden Media Guild solicitors.

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