

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 their work in any format and media.
- Be polite, fair and honest in all dealings with colleagues and clients.
- Agree to behave towards other Guild members, colleagues, clients and others, with dignity and respect regardless of their race, religion, nationality, gender, sexual orientation, gender reassignment, disability, background, age, mental health, physical appearance, socio-economic circumstances and political opinion.
- 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, designers, other individuals, companies and organisations, and strive to ensure that they are credited in any published work, in whatever format, in which they have an interest.
- Endeavour to ensure that any advice given in any published format is accurate and fair and that personal comment and conjecture are not presented as established fact.
- Not publish nor knowingly permit to be published on their 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 their work that may be affected, but also the work and schedules of others involved.
- Be familiar with all health and safety regulations that apply in gardens and in commercial horticulture, adhere to them while working in gardens or other properties, and promote them when and where appropriate in published work.
- Comply with all legal and regulatory requirements governing their work and their conduct in relation thereto, including the Advertising Standard Guidelines and other guidelines on declaring when and how content has been paid for.

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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