

THE ACOP CODE

The *Political Communication Association* (ACOP) advances the science, art, and practice of political communication in universities, research institutions, public sector organizations and consultancies. The Association affirms its responsibility to develop the spirit of responsible professionalism within its membership and to increase awareness and commitment to ethical principles and standards among those who work in all sectors of political communication.

For these reasons, we, the members of the Association, commit ourselves to:

Promote democratic participation. Inform and encourage active citizen engagement through our work. Be open, respectful, transparent and accountable.

Strengthen social equity. Treat all persons with fairness, justice, and equality.

Respect human rights. Work only for organizations or causes that respect human rights.

Protect confidentiality. Trust is at the heart of our work. Information that has been given in confidence and is not publicly known should not be shared with others without their consent.

Foster integrity of information. Provide accurate information.

Avoid conflicts of interest. Declare interests which may prejudice the perceived integrity of our work.

Attribute sources. Duly recognize sources of information and ideas in published material.

Demonstrate personal integrity. Adhere to the highest standards of conduct to inspire confidence and trust in our work.

Advance professional excellence. Strengthen personal capabilities to act competently and ethically and encourage the professional development of others.

ACOP will work to:

- Disseminate these principles among ACOP members and the wider scholarly and practitioner communities.
- Provide more specific guidance on practices in relation to the carrying out of the ACOP principles.
- Facilitate professional development in order to enhance best ethical practice in the field.
- Build alliances with organizations and associations with shared principles and aims.

This Code is inspired in the principles of the American Society for Public Administration, la American Association of Political Consultants, la International Association of Business Communicators, y la Stockholm Charter.