

RESPONSES

I. Ethical if clients informed about financial arrangement, total transparency & truth

General Principle B (Fidelity & Responsibility)

- * Establish relationships of trust
- * Clarify roles & obligations
- * Manage conflicts of interest that could lead to exploitation

II. Making a profit is ethical if **General Principle C (Integrity)** is followed

- * Promote accuracy, honesty & truthfulness

III. Dr. Young must be transparent if intentions are to use material indefinitely & compensated. If Dr. Ross knows parameters she could ethically agree to request to provide material

3.08 Exploitative Relationships

- * Do not exploit clients (& I include colleagues)

IV. Prudent to obtain permission to avoid a potential lawsuit

3.06 Conflict of Interest

- * Refrain from taking on a professional role when financial interests could reasonably be expected to impair objectivity, competence or effectiveness

V. Make no assumptions about content, quality or appropriateness of material without thoroughly reviewing & evaluating

5.01 Avoidance of False or Deceptive Statements

- * Do not knowingly make statements about product endorsements that are false, deceptive or fraudulent

VI. Ethical if honest, not manipulative or self-serving

General Principle E (Respect the dignity & worth of all people)