



# Rochester Cathedral Business Guild Ethical Standards

**Rochester Cathedral Business Guild encourages and supports all businesses throughout the Diocese to maintain and promote high ethical standards and challenge unethical behaviour. We believe that there are four fundamental principles for ethical behaviour and decision-making.**

## **Honesty and integrity**

Business professionals have a duty to uphold the highest standards of professional conduct including openness, fairness, honesty and integrity. They should:

- act in a reliable and trustworthy manner
- be alert to the ways in which their work and behaviour might affect others
- respect the privacy, rights and reputations of other parties and individuals
- respect confidentiality
- declare conflicts of interest
- avoid deception and take steps to prevent or report corrupt practices or professional misconduct
- reject bribery and improper influence

### **Respect for life, law, the environment and public good**

Business professionals have a duty to obey all applicable laws and regulations and give due weight to facts, published standards and guidance and the wider public interest. They should:

- hold paramount the health and safety of others and draw attention to hazards
- ensure their work is lawful and justified
- recognise the importance of physical and cyber security and data protection
- respect and protect personal information and intellectual property
- protect, and where possible improve, the quality of built and natural environments
- maximise the public good and minimise both actual and potential adverse effects for their own and succeeding generations
- take due account of the limited availability of natural resources

### **Accuracy and rigour**

Business professionals have a duty to acquire and use wisely the understanding, knowledge and skills needed to perform their role. They should:

- always act with care
- perform services only in areas in which they are currently competent or under competent supervision
- keep their knowledge and skills up to date
- assist the development of business knowledge and skills in others
- present and review theory, evidence and interpretation honestly, accurately, objectively and without bias, while respecting reasoned alternative views
- identify, evaluate, quantify, mitigate and manage risks
- not knowingly mislead or allow others to be misled

### **Leadership and communication**

Business professionals have a duty to abide by and promote high standards of leadership and communication. They should:

- be aware of the issues that business and technology raise for society
- listen to the aspirations and concerns of others
- promote equality, diversity and inclusion
- promote public awareness and understanding of the impact and benefits of business achievements
- be objective and truthful in any statement made in their professional capacity
- challenge statements or policies that cause them professional concern