



ALL VALLEY  
PROFESSIONAL  
PHOTOGRAPHERS

### **ALL VALLEY PROFESSIONAL PHOTOGRAPHERS CODE OF ETHICS**

I, as a requirement for admission to and retention of membership and participation in the All Valley Professional Photographers, agree to strive at all times to upgrade and improve my knowledge and skill of professional photography, marketing and related areas.

In all my dealings with users of photography and the general public, I will:

1. Strive at all times to produce photography and photographic service in accordance with the highest levels of professionalism.
2. Deal with all users of photography and the general public with honesty and integrity.
3. Not use any marketing or competitive practice which violates any Federal Trade Commission, or the Federal or State regulatory agency rule or regulation or Federal or State statute or any decision of any Federal or State Court.
4. In all dealings with fellow professional photographers, students and others who aspire to be professional photographers, I shall share the knowledge and skill of professional photography.
5. Support efforts for and assist in the education of all interested persons and the general public in the art and science of professional photography.