

- CACE is a national association of professionals committed to encouraging and enhancing excellence in communications in education.
- CACE is a bilingual organization offering a national conference, regional workshops and networking opportunities for its members across Canada. CACE members are communications professionals working in school boards, school board associations, universities, colleges, teacher organizations and provincial education ministries. We range in expertise and experience from veterans of over 20 years to newcomers in the field.
- **Students are the beneficiaries of our efforts as we support teaching and learning through effective communication.**
- Working together, CACE members increase awareness and understanding of the important management role played by communicators in education. CACE establishes and maintains standards and promotes a code of ethics to contribute to improved communication policies and practices in education.
- CACE is directed by a volunteer board of directors, elected annually from within its membership.

CANADIAN ASSOCIATION  
of COMMUNICATORS  
in EDUCATION

Head Office:  
2138 Blossom Drive  
Ottawa, Ontario  
K1H 6G8

[www.cace-acace.org](http://www.cace-acace.org)



CANADIAN ASSOCIATION  
of COMMUNICATORS  
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Code of Professional Ethics,  
Communication and Information  
Dissemination, & Standards of  
Professional Conduct

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### Code of Professional Ethics

The CACE Code of Professional Ethics has been developed to provide CACE members and other communicators working in the field of education with guidelines for professional behaviour and standards of ethical practice.

The code will be reviewed and revised as necessary by the CACE Executive Committee. Any CACE member may propose amendments to the code for approval by the membership at the annual general meeting.

All members of CACE will respect and honour the CACE Code of Professional Ethics. If a member has reason to believe that another member has engaged in unethical or unfair practices, including practices in violation of this code, he or she should inform the CACE Executive Committee.

CACE members may call upon the Association for advice and assistance in any matter related to the professional standards of his or her practices.

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### Communication & Information Dissemination

As communication professionals, CACE members will:

- Uphold the credibility and dignity of their profession by encouraging and practicing accurate and timely communications;
- Respect and honour the policies and wishes of their organization;
- Respect and identify the authorship of any information generated by or acquired from others. Plagiarism and copyright infringement are illegal acts; permission to use the material of others should be sought and the source of information should be acknowledged;
- Respect and honour the private and protected nature of information acquired under the seal of confidentiality.

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### Standards of Professional Conduct

As professionals, CACE members will:

- Honour and obey the spirit and the letter of any laws and regulations governing their professional activities;

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### Standards of Professional Conduct

As professionals, CACE members will:

- Honour and obey the spirit and the letter of any laws and regulations governing their professional activities;

- Honour and respect the personal dignity and integrity of any individual who is the subject of communication;
- Not knowingly disseminate information which, in substance or in spirit, could cause harm to their organization or an individual;
- Not condone or participate in, either directly or through tacit approval, any illegal professional activity;
- Not use any confidential information obtained through professional activities for personal gain or that of others;
- Not use any confidential information obtained through professional activities to cause harm to others;
- Not engage in transactions or activities which may be interpreted as receiving benefit for services rendered in the normal course of professional duties;
- Resolve conflict situations between the right to privacy and the public's right to know by negotiating with the source and/or the individual(s) involved.

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