



# America's Best Funeral Homes™

## Code of Ethics & Professional Responsibility

ABFH has adopted the *Code of Ethics* to establish the highest principles and standards. These Principles are general statements expressing the ethical and professional ideals that ABFH selected funeral homes are expected to display in their professional activities. As such, the Principles are aspirational in character and provide a source of guidance for ABFH selected funeral homes. The Principles form the basis of ABFH's *Rules of Conduct, Practice & Standards* and these documents together reflect ABFH recognition of ABFH selected funeral home's responsibilities to the public, clients, colleagues and employees.

### **Principle 1 – Integrity:** Provide professional services with integrity.

*Integrity demands honesty and candor which must not be subordinated to personal gain or advantage. ABFH selected funeral homes are placed in positions of trust by clients, and the ultimate source of that trust is the ABFH selected funeral home's business integrity. Allowance can be made for innocent error and legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles.*

### **Principle 2 – Objectivity:** Provide professional services objectively.

*Objectivity requires intellectual honesty and impartiality. Regardless of the particular service rendered or the capacity in which an ABFH selected funeral home functions, ABFH selected funeral homes should protect the integrity of their work, maintain objectivity and avoid subordination of their judgment.*

### **Principle 3 – Competence:** Maintain the knowledge and skill necessary to provide professional services competently.

*Competence means attaining and maintaining an adequate level of knowledge and skill, and application of that knowledge and skill in providing services to clients. Competence also includes the wisdom to recognize the limitations of that knowledge and when consultation with other professionals is appropriate or referral to other professionals necessary. ABFH selected funeral homes make a continuing commitment to learning and professional improvement.*

### **Principle 4 – Fairness:** Be fair and reasonable in all professional relationships.

*Disclose conflicts of interest. Fairness requires impartiality, intellectual honesty and disclosure of material conflicts of interest. It involves a subordination of one's own feelings, prejudices and desires so as to achieve a proper balance of conflicting interests. Fairness is treating others in the same fashion that you would want to be treated.*

### **Principle 5 – Confidentiality:** Protect the confidentiality of all client information.

*Confidentiality means ensuring that information is accessible only to those authorized to have access. A relationship of trust and confidence with the client can only be built upon the understanding that the client's information will remain confidential.*

### **Principle 6 – Professionalism:** Act in a manner that demonstrates exemplary professional conduct.

*Professionalism requires behaving with dignity and courtesy to clients, fellow professionals, and others in business-related activities. ABFH selected funeral homes cooperate with fellow ABFH selected funeral homes to enhance and maintain the profession's public image and improve the quality of services.*