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PARWCC Code of Ethics

Preamble

PARWCC members provide ethical career services, including coaching, résumé writing, interview prep, job-search strategy, LinkedIn optimization, and related consulting, upholding client dignity, agency, confidentiality, and accuracy.

Respect, Equity & Accessibility

Serve all clients without discrimination. Practice cultural humility. Provide reasonable accommodations.

Client-Centered Practice & Consent

Set clear agreements. Support client-led goal. Make referrals when needs exceed scope. Avoid guarantees.

Truthfulness in Career Marketing

Deliver what you promise. Do not fabricate or conceal facts. Coach clients to present accurate, evidence-based achievements and explain risks of misrepresentation.

Competence & Development

Stay current on labor markets, hiring, résumé/portfolio formats, ATS/AI, interviewing, and coaching methods. Seek training before offering new services.

Confidentiality & Records

Protect client information and store records securely. Share only with written authorization or as required by law/duty to warn.

Assessments

Use only tools you're qualified to administer and interpret. Obtain informed consent. Explain limits. Maintain test security. Use results appropriately.

Technology & AI

Use digital tools responsibly. When AI materially contributes, provide human review for accuracy, bias, privacy, and tone. Disclose AI use and obtain consent before submitting client data. Avoid tools lacking adequate safeguards.

Marketing & Professional Conduct

Advertise truthfully; use testimonials with permission. Conduct yourself and engage peers with professionalism, integrity, and good faith.

Fees, Referrals & Conflicts

Be transparent on fees, deliverables, and timelines. Disclose affiliates/referral fees. Avoid compensation that compromises client interests. Obtain approval before expanding scope.

Legal Compliance

Follow applicable laws on business practices, consumer protection, marketing, IP/copyright, accessibility, and data protection.

Delivery Standards (Résumé & Related)

Provide clear, timely, accurate deliverables aligned to scope. Ensure ATS-compatible formats, appropriate metadata, and version control.

Enforcement

PARWCC may investigate alleged violations. Sanctions may include education, probation, suspension, or revocation of membership for breaches of this Code or actions that harm clients, members, PARWCC, or the profession. This Code may be updated at any time and updates supersede prior versions.