



Ethical Code of the Chilean Coaching Association



As per its bylaws, the Chilean Coaching Association (ACC):

- a) Has for its mission to constitute an institution that promotes the diffusion of the coaching activity in all its variants, for individual persons as well as for public and private entities (article 4°).
- b) Intends to be considered as a prestigious institution, being positioned as leader in Chile, backing its professionals, promoting teaching and research work, and advising individuals and legal entities about coaching (article 3° second paragraph)
- c) Has as an objective to ensure that the exercise of coaching satisfies the ethical requirements according to ACC's standards.

In conformance with the above, according to the entire text of the Corporation By-Laws and to the legal regulations applicable to our institution, and especially according to that provided by the articles Twenty Eight, letter f, and Seventeen, the Board of Directors proposes the following to be approved in the General Assembly of the Members:



One

The Application

Article 1°

The present Regulation is a mandatory requirement on all members of the Asociación Chilena de Coaching (Chilean Coaching Association), whether they are active members, directors, or honorary members.

Article 2°

The present Regulation shall be applied to acts and conduct of the members who have direct relationship to coaching activities or who have the capacity to affect the prestige of the activity in the country.

Article 3°

In the application, fulfillment, and interpretation of the present Regulation, it must always be kept in mind that the activity of coaching must be permanently guided by the principles of Respect and Responsibility.



Two

Ethical Obligations to the Members

Article 4°

The members are obliged to comply with, at least, the following ethical standards related to the prestige of the activity:

- a) The conduct of the members, in their business and coaching activities, must contribute to creating, promoting, or maintaining the prestige of the activity.
- b) To abstain from knowingly realizing public declarations which turn out to be false, in public presentations or written documents related to the activity.
- c) The members, when they are providing coaching services to third parties, must be aware of their own personal problems and the way in which they can influence their clients. If necessary, the member must obtain outside help, of an appropriate nature. Should said problems negatively affect their clients, the member must immediately and unilaterally suspend his(her) services, during the time the problems exist.
- d) To develop his(her) research activities informing and obtaining the previous authorization from the participating persons, always ensuring the well being of the participants, even when their authorization has been obtained.
- e) To develop his(her) research activities recognizing, in conformance with the truth, the contribution of all possible authors and collaborators.
- f) To abstain from participating in activities which discredit the activity and from adverse judgments towards the actions or skills of other members, in public. If he(she) should consider that the well-being of third parties could be seriously affected, and that it justifies the emission of said judgments, or to intercede with legal orders, the member must inform the Ethics Commission or the President of the Association, previously or as soon as possible.



- g) To ensure, in the first session with a new client or a new process, that there is agreement and that the client understands the practices and economic conditions, the objectives and the methodology, the limitations of the activity, and the confidentiality.
- h) To respect the right of the client to interrupt the coaching process at any time or during any session.

Article 5°

The members are obliged to comply with, at least, the following ethical standards of responsibility:

- a) To previously and clearly establish, for each coaching relationship, the conditions of the latter. It is highly recommended that said conditions consist in any form which serves to resolve possible doubts and, in general, to facilitate a harmonious fulfillment of the commitments of all parties.
- b) To previously and clearly establish the fees that will be received for compensation for the activity.
- c) To completely fulfill the coaching contracts executed or agreed with third parties.
- d) To completely fulfill their professional, commercial, and financial obligations. The breach of this norm shall be considered especially serious when the non-fulfilled commitments are with other coaching members or professionals.
- e) In case of determining that the client does not benefit from the coaching plan underway, the member is obliged to make it known and propose or recommend to the client another person or resource, for his(her) benefit.
- f) To assist the client competently in his (her) commitments and objectives, unless the latter constitute infractions to legal regulations in force in Chile. Should the member have doubts in regard to the legality of the objectives and commitments of the client, before continuing his(her)activity, he (she) must consult with the association's Professionals or Board of Directors.



- g) To keep records of his(her) activities, taking all the necessary measures to ensure their confidentiality.
- h) To inform the authorities if the client seriously expresses his(her) desire to commit suicide or attempt against the life of third parties.
- i) Avoid possible conflicts of interests between his(her) own and those of his(her) clients. If any conflict of interest should occur he(she) must immediately inform the client and solve it or suspend the activities temporarily or permanently. If the client should opt for some solution or for the temporary or permanent suspension, the member may only accept such choice or suspend the services indefinitely.
- j) Do not promise results other than those which can be responsibly guaranteed.
- k) Shall only accept non-monetary remunerations or retributions when the nature of the latter does not harm the objectives sought by the client or the performance of the member in any way.

Article 6°

The members are obliged to comply with, at least, the following ethical standards of respect:

- a) To maintain the content of the conversations and correspondence they hold with their clients in absolute secret and reserve. The members may only use said contents when it is done with reserve about the person's identity and their main characteristics and when they are completely certain that the client cannot be identified by third parties. For the above, the member must take all necessary measures to ensure the confidentiality of their conversations. This is unless there is previous written consent from the client.
- b) To request and obtain authorization from each client before using their name as a reference.
- c) To develop the work with respect for the client and their freedom.
- d) To maintain forms of physical contact in accordance with Chilean social standards for the coach-client relationship.



- e) To absolutely abstain from having sexual relations with any of their clients.
- f) To abstain from taking advantage of any aspect of the relationship with the client for their own economic advantage.
- g) If the coaching services are contracted and/or paid by a third party other than the client, all the norms of these regulations shall always be applied, in first place, for the benefit of the individuals who are subject to the member's activity. Should the third party request information about the client, the member is obliged to obtain previous authorization from the client.

Article 7°

All above norms are mandatory for all Association members, whether or not the payment of the association fees are up to date.



Three

Competency

Article 8°

No organism of the Association may sanction a member for ethical reasons unless at least one of the obligations contained in articles 4°, 5° and 6° is declared to have been infringed. Infractions to these obligations are “ethical breaches”.

Article 9°

The denouncements formulated against members shall be heard by the Ethics Hearing/Board/Committee which shall be constituted by the members of the Disciplinary Committee as well as the President and the Secretary of the Association. The President will preside over the Ethics Hearing and will not have the right to vote, but will have right to voice his(her) opinion.

The President of the Ethics Hearing, will summon the hearing, set the dates and table of the sessions, and will lead and order the notifications, which shall be carried out by the Secretary of the Hearing or, if he(he) should not be present, by the Secretary of the Association.

Article 10°

The members of the Ethics Hearing may disqualify themselves or propose disqualifications for other parties, only founded on provable direct interests and direct



relationship or marriage relationship with any of the parties. In both cases the hearing member shall only be disqualified if the President so determines.

Article 11°

Should there be a lack of members for the Ethics Hearing , for any reason including disqualification, and a minimum of three members with the right to vote is not reached, the

President will complete those which are necessary until reaching such number. For this, the President will make use of the list that he(she) will draw up especially for this purpose immediately after each General Assembly, with five names of members with their fees up to date.



Four

Procedure

Article 12°

The Ethics Hearing and its President will have the duty to guarantee a rational and fair procedure. The hearing shall have the assistance of an attorney, who will act as Secretary.

Article 13°

During the process no appeals may be filed, but the parties may request rectifications of factual errors, in writing, within a period of five days. There will be no appeals against the definitive resolution.

Article 14°

The procedure shall be reserved and the file shall be kept under custody, even after conclusion, so that only hearing members, specially authorized personnel, the denouncer, or the accused may have access to it.

Article 15°

Except for the denouncement, the procedure will be oral and it will be carried out in the shortest period of time possible, beginning with the hearing for the ratification of the denouncement and examination of admissibility and then continuing with the conciliation hearing and, if that does not occur, they will proceed to hear the parties and receive the evidence they provide.



A summarized report shall be left on record in the file of all the actions taken.

Denouncements will only be filed when they are made in writing, clearly identifying the parties and providing a domicile of the denouncer for the purpose of notifications.

Article 16°

The denouncement shall be received by both the President of the Association and the President of the Ethics Hearing. The latter shall make a formal delivery of the denouncement to the President of the Association, unless the denouncement is made against the former or that the President of the Association is disqualified. In these cases, the President of the Disciplinary Hearing shall assume the role as President of the Ethics Hearing, and will have the right to vote.

Article 17°

The President of the Ethics Hearing shall summon a session of the hearing by means of a resolution in which the Hearing shall be constituted, it will include the names of the members and set a date and time to receive the denouncer in order to ratify his(her) denouncement. The session shall be set for a day not before five nor after ten working days.

This resolution will be notified to both parties. The denouncer will be notified by certified mail to the address indicated in the denouncement and the accused shall be notified personally by the Association's Secretary or by a Notary Public. The resolution will include a requirement to the accused to inform a current address for the purpose of making other notifications for the trial, otherwise he (she) will be notified at the address registered in the Association.

Should disqualifications occur, the President will attempt to complete the hearing as soon as possible, however, the ratification hearing and examination of admissibility shall be realized with the qualified members who attend.



After the ratification of the denouncement, in which the denouncer must enunciate the means of evidence that he/she thinks is valid, the Hearing shall meet and decide on the admissibility, which shall be declared, unless in the opinion of the majority of the members of the Hearing, the latter seems to be evidently unfounded.

The resolution that declares the admissibility must also summon both parties to the conciliation and evidence Hearing.