



Education Provider Code of Ethics

As a member in good standing of the Fitness Standards Council, our establishment will do our utmost to:

1. Provide quality instruction to all students and consumers.
2. Obtain specialized education prior to offering education in the areas of training special groups, e.g., the mentally challenged, osteoarthritis, etc., if applicable to business operations and services (accreditation) offered.
3. Investigate, learn and incorporate valid, current research in the programs created.
4. Apply logic and objectivity, not emotion and subjectivity to all procedures.
5. Encourage commitment to quality nutrition and fitness as a lifelong goal.
6. Educate students about the benefits of a healthy lifestyle and promote self-reliance when appropriate.
7. Respect the confidentiality of students, never to disclose to any person any personal information acquired by a student unless authorized, in writing, by the student, unless a risk of health or death becomes an issue.
8. Avoid sensual or sexual touching and maintain professional touching when teaching or when conducting student assessments.
9. Uphold a professional image by dressing appropriately, refraining from unhealthy practices and maintaining a positive attitude.
10. Accurately represent staff qualifications, avoid misleading advertising, and accept responsibility in all actions and recommendations.
11. Assess students on the skills or abilities taught through any education program to be employed or utilized within the fitness field.
12. Recommend other professionals in fields outside the organization's expertise.
13. Respect the rights, welfare, and dignity of fellow professionals and exchange knowledge and experience for the benefit of the exercise and nutrition science industries.
14. Never discredit other fitness practitioners, facilities, or organizations publicly through comment or conduct unless an objective opinion serves to educate the public about low quality, unsafe or dangerous practices.
15. Conduct business in a manner that commands the respect of the public within this industry and for the goals in which we strive.

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16. Supply sufficient information to enable students to make an informed decision regarding education services, and that the following is adhered:
 - All promotional material is truthful, accurate, and clear. We will not use misleading or false advertising or marketing procedures that mislead or misrepresent pricing, benefits, student needs or staff abilities, or produce sales based on fear or guilt.
 - Promotional materials do not encourage unrealistic expectations and the outcomes attainable from our services or education processes.
 - We will not make misleading or false comparisons with services offered by competitors.
 - Prospective students are allowed to inspect course materials and testing procedures with a money-back guarantee of at least 30 days, minus any administrative or mailing costs.
 - This code and the standards contained herein are made available for student and prospective student perusal.
 - Staff members will act ethically and professionally, and avoid any unreasonable sales methods, including harassment or coercion.
17. Maintain honesty in all business transactions through fair pricing and abiding to all contracts; and deliver what is promised through contract and otherwise.
18. Provide a high value of service to enhance student confidence and loyalty, thus improving long-term commitment, and continue to increase the value and benefit of services and programs.
19. Maintain a high set of business standards that protect the rights and safety of the student.
20. Participate in the teachings and promotion of fitness science and objective practices, whenever possible.
21. Remain current on theoretical and practical information within the field through continuing education activities or by reading/viewing quality information.
22. Never discriminate on the basis of sex, race, age or mental and/or physical limitations, and strive to provide equal and fair treatment to all individuals.
23. Expose irrationality that promotes potential danger or injury to individuals who do not have the expertise or knowledge to know better, and to safeguard the public by reporting violations to the FSC.
24. Comply with local, state/provincial and federal laws of the land including, but not limited to, applicable business, medical, employment, and copyright laws.