

From: Carl Ward, Internet: WardCE@stentor.ca  
To: Richard Horowitz, RHESQ@Compuserve.com  
Date: 9/22/99

Re: Draft SCIP Code

Richard,

I would appreciate your review and input to the draft new SCIP Code of Ethics below. Please call me at my new # 613-660-5440.

Carl

#### SCIP Code of Ethics - Draft Straw Model

1. To continually increase the recognition and respect of the profession by promoting the understanding of competitive intelligence, its appropriate application and value, and by assisting colleagues and co-workers in their professional development)
2. To collect and disseminate data in accordance with applicable 'municipal, regional, national and international regulations, laws and treaties.
3. To accurately disclose all relevant information, including one's identify and organization, prior to all interviews.
4. To acknowledge and comply with all requests for confidentiality of information.
5. To treat fairly all persons regardless of race, religion, gender, disability, age, or national origin.
6. To avoid a breach of trust by disclosing real or perceived conflicts of interest to affected parties when they do exist.
7. To be honest and realistic in providing recommendations and/or conclusions based on available data and knowledge in the execution of one's duties.
8. To promote this code of ethics within one's company, with third-party contractors and within the entire profession.
9. To faithfully adhere to and abide by one's company policies, objectives, and guidelines.
10. To support colleagues and co-workers in following this code of ethics.

## SCIP Code of Ethics

To continually strive to increase respect and recognition for the profession.

To pursue one's duties with zeal and diligence while maintaining the highest degree of professionalism and avoiding all unethical practices.

To faithfully adhere to and abide by one's company policies, objectives, and guidelines.

To comply with all applicable laws.

To accurately disclose all relevant information, including one's identify and organization, prior to all interviews.

To fully respect all requests for confidentiality of information

To promote and encourage full compliance with these ethical standards within one's company, with third-party contractors, and within the entire profession.

**Richard Horowitz, Attorney at Law**

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● Legal and Investigative Services ●

Carl Ward  
Chairman, Ethics Committee  
Society of Competitive Intelligence Professionals  
1700 Diagonal Road  
Arlington, VA 22314

October 11, 1999

Dear Carl,

At your request, I have reviewed the Draft Straw Model of SCIP's Code of Ethics. Below are my thoughts.

First, the overriding principle in constructing a Code of Ethics is what wording or inclusions best serve the organization's membership. Second, the Code's wording should be as concise and easy to read and absorb as possible, and should read like an ethical guideline and not a statute.

With these concerns in mind, I turn to the specific clauses.

Clause 1. Delete all words after "of the profession." The enumerated methods are implicit and therefore unnecessary, and even counterproductive as they limit the scope of the clause's objective. Further, "assisting colleagues" is redundant in light of clause 8.

Clause 2. Change to "To comply with all applicable laws, domestic and international." Though collecting and disseminating data is the essence of the profession, a CI professional's activities may extend beyond these activities or may implicate laws in addition to those relevant to these activities. Further, it is awkward and unnecessary to list seven words when the clause's objective could be achieved with the phrase "domestic and international."

Clause 3. Remain as is.

Clause 4. The original wording "to fully respect all requests for confidentiality" is more appropriate than "to acknowledge and comply with." To "fully respect" includes to acknowledge and comply; one however can acknowledge and comply in a disrespectful manner.

Clause 5. Should be deleted. Though inherently proper, this clause clashes with the rest of the draft code which speaks to a CI professionals' conduct with respect to the execution of profession duties, which, ultimately, is the purpose of a trade association's code of ethics. Further, it is unnecessary in light of clause 9.

Carl Ward  
October 11, 1999  
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Clause 6. I am unsure if conflicts of interest has become so prevalent a problem in the CI industry to warrant a specific clause. If it is to be included, I think a better language is "To avoid conflicts of interests in fulfilling one's duties." The clause may not be necessary in light of clause 9.

Clause 7. Good conceptual addition. It is the appropriate ethical guideline relevant to an activity which is at the heart of the profession. I think a better wording is "To provide honest and realistic recommendations and conclusions in the execution of one's duties." It is understood that that which is being provided is done so based on the available data and knowledge.

Clause 8. Remain as is.

Clause 9. Remain as is.

Clause 10. Should be deleted because it is unnecessary in light of clause 8.

Feel free to contact me with any questions or comments.

Very truly yours,



Richard Horowitz

From: Carl Ward, Internet: WardCE@stentor.ca  
To: Richard Horowitz, [RHESQ@Compuserve.com](mailto:RHESQ@Compuserve.com)  
Date: 10/19/99

Re: New Approved SCIP Code of Ethics

Below is the "new" SCIP Code of Ethics as approved by the SCIP BoD on 1999 10 16. I will work with the appropriate SCIP Staff to advertise and distribute the Code.

Regards,

Carl

#### SCIP Code of Ethics

- I. To continually strive to increase recognition and respect for the profession.
2. To comply with all applicable laws, domestic and international.
3. To accurately disclose all relevant information, including one's identity and organization, prior to all interviews.
4. To fully respect all requests for confidentiality of information.
5. To avoid conflicts of interest in fulfilling one's duties.
6. To provide honest and realistic recommendations and conclusions in the execution of one's duties.
7. To faithfully adhere to and abide by one's company's policies, objectives, and guidelines.
8. To promote this code of ethics within one's company, with third-party contractors and within the entire profession.