



## **Greater Atlanta Limousine Association Code Of Ethics**

### **Preamble**

Ethical business practices, those standards of conduct and moral judgment that we all must adopt in our business lives, are the foundation of an effective and functional society. Members of the chauffeured transportation industry have an obligation to this industry and to the public that it serves, to act with honesty and integrity in every aspect of its business, with other members, with employees, with vendors and with customers. It is essential to the image and credibility of the chauffeured transportation industry, that we embrace the highest ideals of fairness, compassion, sincerity, truthfulness and reliability. Members therefore should be with zealous to maintain and improve the ethical standards of our industry and to encourage with our fellow members the common responsibility of promoting integrity and honor in our industry. The term Member should connote competency, fairness, and high integrity resulting from adherence to a lofty ideal of moral and ethical conduct in business relations.

Accepting this standard as our own, we, as members of the **Greater Atlanta Limousine Association**, pledge to observe its spirit with high standards of honesty, integrity and responsibility in all our activities and to conduct our business in accordance with the tenets set forth below

While the Code of Ethics establishes obligations which may be higher than those mandated by law, in any instance where the Code of Ethics and the law conflict, the obligations of the law take precedence.

### **Article 1**

Members should become and remain informed on matters affecting the livery industry in the community, the state, and the nation so that we may be able to contribute responsibly to influence public policy and increase our credibility with the public on industry matters.

## **Article 2**

Members should endeavor always to be informed regarding laws, proposed legislation, governmental regulations, public policies, and current market conditions in order to be in a position to advise our clients properly.

## **Article 3**

Members should endeavor to eliminate any practices which would be damaging to our industry. Members should assist all governmental agencies charged with regulating the practices of our industry.

## **Article 4**

Members should willingly share with other members the lessons of experience and study for the benefit of the public and the chauffeured transportation industry at large.

## **Article 5**

Members should be loyal to the Greater Atlanta Limousine Association and active in its work.

## **Article 6**

To prevent dissension and misunderstanding and to assure better service, members should urge written contracts with clients.

## **Article 7**

Members shall uphold and abide by all laws and regulations pertaining to the chauffeured transportation industry.

## **Article 8**

Members shall promote and operate only that equipment which is functionally sound and which is consistent with objective standards of safety.

## **Article 9**

Members shall seek no unfair advantage over other members and shall conduct business so as to avoid such controversies.

**Standard of Practice 9:1** – Members shall not misrepresent the kinds and availability of chauffeured transportation in the area. GALA members will provide in writing, when requested, complete details about the cost, restrictions, and other terms and conditions, of any transportation service sold, including, but not limited to, cancellation and service fee policies.

## **Article 10**

Members pledge to promote and protect the interest of its employees, vendors and clients. This obligation of absolute fidelity to these affected parties' interests is primary, but does not relieve members of the obligation to treat fairly any other party involved or to uphold all laws. Members will not use deceptive practices.

**Standard of Practice 10:1** – Members, in attempting to secure a client, shall not deliberately mislead the prospective client as to the market value of the proposed service.

GALA members will be factual and accurate,

When providing information about employment opportunities and compensation to potential employees.

When presenting terms and conditions relating to products and services purchased or secured from vendors and other members.

In all representations about their client services and the client services of any firm they represent.

## **Article 11**

Members shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to any service rendered. Members shall not, however, be obligated to advise on matters outside the scope of service.

**Standard of Practice 11:1** – Members shall not be party to the naming of a false consideration in any document.

**Standard of Practice 11:2** – Members shall, with respect to the subcontracting of another member, timely communicate any change of compensation or terms for subcontracting services to the other member prior to the rendering of service.

**Standard of Practice 11:3** – The offering of premiums, prizes, merchandise or service discounts or other inducements is not, in itself, unethical even if receipt of the benefit is contingent upon providing service by the member making the offer. However, members must exercise care and candor in such advertising or other public or private representations so that any party interested in receiving or otherwise benefiting from the member's offer will have clear, thorough, advance understanding of all the terms and conditions of the offer. The offer of any inducements to do business is subject to the limitations and restrictions of law and ethical obligations.

**Standard of Practice 11:4** – Members shall disclose any change of status to the association.

## **Article 12**

Members shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, or national origin. Members shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, or national origin.

## **Article 13**

Members are expected to provide a level of competent service in keeping with the standards of practice in all areas of the ground transportation industry. Members shall not undertake to provide specialized services outside their field of competence unless they engage the assistance of one component in such type of service or unless the facts are fully disclosed to the client. Any persons engaged to provide such assistance shall be so identified to the client and their contribution to the assignment should be set forth.

## **Article 14**

In the event of a controversy between owners and operators, they shall submit the dispute to mediation rather than litigate the matter.

**Standard of Practice 14:1** – The procedure for mediation will be as follows: each party involved in a controversy will select one member to serve in the mediation; those two shall select another member to form a three-person mediation board.

**Standard of Practice 14:2** – The filing of litigation and refusal to withdraw from it by an owner or operator in a meditative matter constitutes a refusal to mediate.

**Standard of Practice 14:3** – Article 14 does not require Members to mediate those circumstances when all parties to the dispute advise the Board in writing that they choose not to mediate.

## **Article 15**

If charge with unethical practice or asked to present information or to cooperate in any other way with the grievance process, members shall place all pertinent facts before the Ethics Committee and shall take no action to disrupt or obstruct the grievance process.

**Standards of Practice 15:1** – Members shall not be subject to disciplinary proceedings more than once with respect to an alleged violation of the Code of Ethics relating to the same transaction.

**Standards of Practice 15:2** – Members shall not make any unauthorized disclosure of dissemination of the allegations, findings, or decision developed in connection with an ethics hearing or appeal.

**Standards of Practice 15:3** – Members shall not obstruct the Board’s disciplinary proceedings by instituting or threatening to institute actions for libel, slander, or defamation against any party to a professional standards proceeding or the witnesses thereof.

**Standard of Practice 15:4** – Members shall not intentionally impede the Board’s investigative or disciplinary proceedings by filing multiple ethics complaints based on the same event or transaction.

## **Article 16**

Member shall not engage in activities that constitute a proactive unauthorized by law and shall recommend that legal counsel be obtained when the interest of any party to the transaction requires it.

## **Article 17**

Members shall be careful at all times to present a true picture in their advertising and representations to the public. Members shall also insure that their status in the industry is clearly identifiable in any such advertising. Members will at all times present true and accurate descriptions in their advertising, marketing and representations to the public.

**Standard of Practice 17:1** – Members shall make all advertising and sales promotions factually accurate with respect to equipment description, service performance, and cost of service and shall avoid those practices which tend to mislead or deceive the client with respect to pricing.

**Standards of Practice 17:2** – Members will at all times protect the integrity of all other members’ intellectual property in the form of trade names, trade marks, copyrights and any other mark that identifies the brand or name of a member company.

## **Article 18**

In providing service, Members shall utilize the services of other Members with mutually agreed upon terms when doing so is in the best interest of the client. Negotiations concerning service which is under contract shall be carried on with the contracted Member, not with the client, except with the consent of the contracted Member.

**Standard of Practice 18:1** – It is the obligation of the Member acting as a subcontractor to disclose immediately all pertinent facts to the contracted Member prior to as well as after the service is rendered.

**Standard of Practice 18:2** – Members shall disclose all terms of agreements when subcontracting with another Member.

**Standard of Practice 18:3** – Entitlement to and amount of compensation in a cooperative transaction between or among Members must be agreed upon before service is provided.

#### **Article 19**

Members shall write all contract and warranties so that they are fair and mutually beneficial to all parties concerned, so that they are free of ambiguities or omissions which tend to obscure contractual obligations and so that all terms and provisions are free of the capacity to mislead or deceive the client as to the quality, longevity or cost of the service.

#### **Article 20**

Members shall honor all contractual agreements until and unless they are altered or dissolved by the mutual consent of all contractual parties concerned and shall fulfill those obligations in a reasonable manner that is fair to all parties concerned.

#### **Article 21**

Members shall promptly acknowledge and act on all client complaints.

#### **Article 22**

Members shall treat all employees fairly in respect to working conditions and compensation.

#### **Article 23**

Members shall not publicly disparage the business practice of a competitor nor volunteer an opinion of a competitor's service. If an opinion is sought and if a Member deems it appropriate to respond, such opinion shall be rendered with strict professional integrity and courtesy.

#### **Article 24**

Members shall refrain from any act intended to restrain or suppress competition and thereby shall promote the private enterprise system and its guaranty of equal rights for all.

#### **Article 25**

Members will not use improperly obtained clients lists or other confidential information obtained from an employee's former employer.

### **Grievance Procedure**

Any grievance against any Member by another party shall be before the Board of Directors in writing. The Board shall then ask each party to provide all pertinent information about the grievance. After receiving and reviewing the information, the Board will determine whether the data submitted constitutes a case of grievance. The Board will then ensure the procedure outlined in **Standard of Practice 14:1** is followed.

This code of ethics was accepted by the Board of Directors of the Greater Atlanta Limousine Association on April 10<sup>th</sup>, 2012. The Code of Ethics will be attached by amendment to the by-laws of the Association upon ratification. Ratification requires acceptance by a simple majority of the membership.

Amendments to the Code of Ethics may be placed before the Board of Directors in writing by any member at any time. Upon approval by the Board, an amendment will be placed before the membership. Amendments will become part of the Code of Ethics upon approval by a simple majority of the membership.