



Vitality Living College (VLC) Code of Conduct and Ethics

1. Introducing Vitality Living College (VLC)

Vitality Living College (VLC) is a global learning organization with satellites worldwide conducting seminars in stress relief, emotional well-being, communication, confidence and spiritual realization along with creating practitioners, coaches and trainers of EFT, NLP, Hypnosis, Timeline, Journey work, Inner Child Matrix and Breakthrough Coaching.

It is the only global college of its kind dedicated to personal development, emotional wellbeing and spiritual growth.

For more information, visit: <http://vitalitylivingcollege.info/>



2. Scope of this code:

The scope of this Code is to govern the relationship between:

- VLC members and the VLC;
- VLC registered practitioners and clients;
- VLC registered practitioners and other healthcare professionals;
- VLC registered practitioners, trainers, trainers of trainers and the VLC;
- VLC registered ambassadors, facilitators and their students and or delegates or audience members/participants;
- VLC registered trainers, trainers of trainers and their students and or delegates or audience members/participants.

Consequently, this Code relates solely to the VLC registered members, registered graduate students, registered practitioners (at all levels), registered ambassadors, registered facilitators, registered trainers and registered trainers of trainers.

3. Definition of terms:

The following terms used throughout this document are defined here for the purpose of this document as follows:

- i. 'Practitioner': VLC registered practitioners, ambassadors, facilitators, trainers and trainers of trainers.
- ii. 'Client': client(s) of VLC registered practitioners and students of registered VLC trainers and trainers of trainers.

Vitality Living College™ - Empowering Transformation.

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- iii. 'Treatment': any application of Emotional Freedom Techniques by a practitioner to a client.

NB: This code of conduct and ethics applies equally to the relationship between a practitioner and paying clients, and also between a practitioner and non-paying client.

4. Delivery of Service:

4.1. Practitioners: All practitioners shall undertake to:

4.1.1. Provide a service to clients solely in those areas in which they are competent to do so and for which they carry relevant professional indemnity and public liability insurance.

'Competency' means adequate training, skills and experience but need not exclude treating a client for a condition which the practitioner has not treated before, provided that due diligence and professionalism is observed.

4.1.2. Act in a non-biased, non-prejudicial manner towards all clients, providing those clients with an identical quality of service and treatment irrespective of the many differences which are to be found between clients, including but not restricted to: race, gender, sexual orientation, disability etc.

4.1.3. Get the client to fill in an intake form prior to initiating sessions, then a conversation with the client prior to the first appointment gaining clarity on what is expected from the client and managing any expectations proactively.

4.1.4. Once the client agrees and is aware of the fees and charges involved, send an appointment letter or message clearly providing details on time, date, location, google map, fees and background information on the modality.

4.1.5. Explain fully to clients in advance of any treatment: the fee levels, precise terms of payment and any charges which might be imposed for non-attendance or cancelled appointments and wherever relevant, confidentiality issues.

'In advance of any treatment' means that not only should terms and conditions be set out in advance, but that they should be further clarified by the practitioner at the initial consultation when additional information about the client's needs is obtained. If for therapeutic reasons, the practitioner wishes to modify treatment (e.g. to extend the treatment plan), any effect this has on terms, conditions and pricing must be clearly explained to.



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Present all services and products in an unambiguous manner (to include any limitations and realistic outcomes of treatment) and ensure that the client retains complete control over the decision to purchase such services or products. N.B. Guarantees of either a cure or a successful resolution of the problem/s presented shall not be offered.

- 4.1.6. Disclose full details of all relevant memberships, training, experience, qualifications and appropriate avenues of complaint to clients upon request and only use those qualifications and memberships to which they have proof of entitlement.
- 4.1.7. Have the necessary qualifications and experience as required by the laws and customs of the country or countries in which they practice or teach.
- 4.1.8. Always act within the framework of the laws and customs currently in force within the practitioner's own country or region.
- 4.1.9. Conduct themselves in a professional and ethical manner getting help from the mentor and supervisor when needed.
- 4.1.10 Getting therapy when needed so that they can they are able to conduct themselves in a professional manner. For example, if they find themselves to be hooked by an issue connected in anyway to their EFT therapy practice to take proactive steps to either complete self-work, a swap session with a buddy or a professional session with a therapist.

5. Ambassadors, Facilitators, Trainers and Trainers of Trainers:

5.1 All VLC registered Ambassadors, Facilitators, Presenters, Trainers and Trainers of Trainers shall undertake to:

- a. Fully Comply with the requirements of the relevant documents:
 - VLC Guidelines for Ambassadors
 - VLC Guidelines for Facilitators
 - VLC Guidelines for Presenters
 - VLC Guidelines for Trainers
 - VLC Trainer and 'Trainer of Trainer' certification
 - VLC Guidelines for CPD and Mentoring
- b. Explain fully to students in advance of any training including the fee levels, precise terms of payment, and any charges which might be imposed for non-attendance or cancellation of any course or part of a course. Such explanation must also include statements quantifying the trainer's liability in the event of the trainer cancelling a course or part of a course.



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6. Client Welfare:

6.1 All practitioners shall undertake to:

6.1.1 Work in ways that will promote client autonomy and well-being and that maintain respect and dignity for the client.

6.1.2 Remain aware of their own limitations and wherever appropriate, be prepared to refer a client to another practitioner (regardless of discipline) who might be expected to offer suitable treatment.

N.B. Practitioners should give full consideration to the efficacy of treatment, including the manner in which their rapport with the client may affect such efficacy. The practitioner has the right to refuse or terminate any treatment if it is a reasonable belief that it will not be, or continue to be, efficacious. In refusing or terminating treatment due care must be given to fully explaining the rationale for refusal or termination to the client.

6.1.3 Ensure that wherever a client is seeking assistance for the relief of symptoms that are prolonged, potentially life threatening in nature or are generally a cause for concern, that unless already having done so, the client be advised to contact a registered medical practitioner.

N.B. If there is any doubt in the practitioners mind about whether any set of symptoms are a cause for concern or not, they should always advise the client to see their registered medical practitioner.

N.B. It is in the interest of both the practitioner and the client that whenever a client is advised to seek medical help, this advice is recorded on the client notes.

6.1.4 Advise clients wherever necessary that their primary care-givers are their registered medical practitioner.

6.1.5 Never attempt to give a medical diagnosis of symptoms or to give advice about treatments or medications unless they have undergone relevant medical training.

6.1.6 Confirm that they will never knowingly offer advice to a client which either conflicts with or is contrary to that given by the client's registered medical advisor/s.

N.B. If the practitioner has doubts or concerns with regard to a client's prescribed medication, they should, always with their client's permission, contact the medical



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advisor personally.

- 6.1.7 Use due care and diligence and whatever techniques the practitioner is qualified to use to avoid creating undue emotional or physical distress for the client.
- 6.1.8 Ensure that their workplace and all facilities offered to both clients and their companions will be in every respect suitable and appropriate for the service provided. These shall include any consulting room or training room used for the purpose of consultation and/or conducting therapy and/or training with any client, along with any reception or waiting areas associated with such rooms.
- 6.1.9 Take all reasonable care to ensure the safety of the client and any person who may be accompanying them.
- 6.1.10 Refrain from using their position of trust or confidence to:
- a. Cross the commonly understood professional boundaries appropriate to the practitioner/client relationship or exploit the client emotionally, sexually, financially, or in any other way whatsoever. Should either a sexual relationship, or a financial relationship other than for the payment of relevant products or services, or other inappropriate relationship develop between either practitioner and client or members of their respective immediate families, the practitioner must immediately cease to accept fees, terminate treatment consistent with Clause C12 below and refer the client to another suitable practitioner at the very earliest opportunity.

N.B. Clarification on dilemmas experienced by practitioners in respect of the foregoing should be sought from the VLC ethics committee at the earliest opportunity.
 - b. Touch the client in any way that may be open to misinterpretation.

N.B. Before employing any technique that requires the practitioner to touch the client in any way a full explanation should be given to the client as to what the process involves and the clients permission received.
- 6.1.11 Not accept any inappropriate gifts, gratuities or favours from a client.
- 6.1.12 Never protract treatment unnecessarily and to terminate treatment at the earliest moment consistent with the good care of the client.
- 6.1.13 Maintain strict confidentiality within the client/practitioner relationship, always provided that:



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- a. Such confidentiality is not inconsistent with the practitioner's own safety
- b. Such confidentiality is not inconsistent with the safety of the client, the client's family members or other members of the public
- c. Such confidentiality is not in contravention of any legal action (i.e. criminal, coroner or civil court cases where a court order is made demanding disclosure) or legal requirement (e.g. Children's Acts etc.)
- d. The limits of such confidentiality is explained fully to the client.

N.B. Where the practitioner is working as part of a larger team, for example within an institution or through a multidisciplinary or similar clinical approach, or where the client has been referred by a medical advisor or agency with conditions placed on the referral as to shared disclosure by the practitioner to the advisor or agency, then provided that it is clear that the client consents, confidential information may be shared by the practitioner with the team or referring advisor or agency.

6.1.14 Ensure that client notes and records be kept secure and confidential and that the use of both manual and computer records remains within the terms of the Data Protection Act.

N.B. Manual records should always be locked away when not in use and those held on computer should be password coded. The practitioner should provide, in advance, arrangements for the secure disposal of all client records in case of their permanent incapacity or death.

6.1.15 Recognize that the maintenance of case note should include personal details, history, diagnosis and/or identification of problem areas; programme of sessions as agreed between practitioner and client (if any), session progress notes and a copy of any contract.

6.1.16 Obtain written permission from the client (or if appropriate the client's parent/s or legal guardian/s) before recording client sessions, discussing undisguised cases with any person whatsoever, or publishing cases (whether disguised or not) via any medium.

'Recording' in this context means any method other than the usual taking of written case notes. 'Undisguised' in this context means cases in which material has not been sufficiently altered in order to offer reasonable anonymity to all relevant parties. With particular reference to the use of CCTV equipment, all clients must be fully informed when such equipment is in operation and when the client session is being recorded,



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written permission must be obtained prior to the commencement of any client session. Where a CCTV system is used that is not being recorded, then the client must be made fully aware that the system is in operation and who is viewing the monitor.

- 6.1.17 Advise the client that disguised case studies may sometimes be utilised for the purposes of either their own supervision or the supervision and/or training of other practitioners and refrain from using such material should the respective client indicate that it should not be used for these purposes



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7. General Conduct

7.1 All practitioners shall undertake to:

- 7.1.1 Conduct themselves at all times in accordance with their professional status and in such a way that neither undermines public confidence in the process or profession of EFT International or Vitality Living College and brings either into disrepute.
- 7.1.2 Protect the public and the profession from unethical, unsafe or bad practice or behaviour. When offering criticisms or complaints about colleagues, practitioners should utilise appropriate channels such as the complaints procedures of the VLC, or, where appropriate, Trading Standards or other relevant bodies. Practitioners offering criticisms outside of these channels have the duty to demonstrate that it is reasonable to do so. Practitioners must use due care and diligence when offering criticisms and complaints to ensure that they are justified and can be substantiated.
- 7.1.3 Respect the status of all other medical/healthcare professionals and the boundaries of their professional remit.
- 7.1.4 Conducts themselves in manner that is ethical, not breaching confidentiality in any way and soliciting confidential information pertaining to assessment, evaluation, supervision, mentoring and private conversations and communications between themselves, their trainer and supervisor.

8. Relationship with Vitality Living College

8.1 All practitioners shall undertake to:

- 8.1.1 Notify the VLC of any change in practice name, contact address, telephone number or email address, at the earliest convenient moment.
- 8.1.2 Inform the VLC of any alteration in circumstance which would affect either their position or ability as practitioners.
- 8.1.3 Inform the VLC of:
 - a. any complaint (of which they are aware) made against them
 - b. any disciplinary action taken against them by any professional body
 - c. all criminal offences of which they have either been convicted or warned excepting motoring offences.
- 8.1.4 Make available all relevant information requested as a result of investigation by the VLC Ethics Committee, without hindrance (whether implied or actual) or unreasonable



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delay, and comply fully with all requirements inherent within any Complaints and Disciplinary Procedure to which they subscribe.

9. Advertising, use of credentials and display of materials

9.1 All Practitioners shall undertake to:

9.2 Ensure that all advertising, no matter in what form or medium it is placed, represents a truthful, honest and accurate picture of themselves, their skill-base, qualifications and facilities and that any claims for the successful outcome of treatments (in whatever format) shall be based upon verifiable, fully documented evidence.

9.3 Ensure that all advertising shall be accurate, truthful and that any claims made in advertising can be substantiated on request.

9.4 Display only valid qualifications and certificates issued in respect of relevant training courses and events or certificates of registration, validation or accreditation as issued or awarded by relevant professional bodies.

9.5 Make no claim that they hold specific qualifications unless such claim can be fully substantiated.

10. Supervision, Mentoring & Continuing Professional Development (CPD)

10.1 Practitioners are expected to maintain or improve their level of skills and professional competence in accordance with the requirements laid down by the VLC.