



DAMA International Code of Ethics

As a DAMA International Officer or Advisor, DAMA Chapter Officer, DAMA affiliated strategic partner or Certified Data Management Professional (CDMP), or designated individual, I recognize my obligation to follow this code:

Observe the precepts of DAMA International (DAMA-I) as set forth in our bylaws.

Understand the ethics contained in this document that DAMA-I has chosen to adopt and to conduct all matters concerning my membership in DAMA-I in the spirit and actions of these ethics.

Preserve and actively promote the ideals and mission of DAMA International through active involvement in professional and educational events and encourage others to pursue life-long learning in data management.

Provide a positive image of the data management profession through the demonstration of skillful competency, meritorious service, courteous behavior, and accurate representation of all credentials.

Refrain from all behaviors that would constitute harassment or bullying of any other individual, whether in person or via electronic means. Examples of harassment include but are not limited to:

- Making offensive verbal/electronic comments related to personal characteristics or choices, or making inappropriate threats
- Posting inappropriate images, threats, or comments in public or online spaces
- Displaying deliberate intimidating behavior in person or in online environments
- Bullying, stalking, sustained disruption of conversations or other intrusions of electronic meetings or physical meetings or other events, and
- Inappropriate physical contact with others, or unwelcome sexual/personal attention.

Not abuse my role through inappropriate marketing or sales activity. When I am conducting activities as part of my role with DAMA International, I will refrain or abstain from:

- Overt marketing and/or sales solicitation other than which is appropriate for a non-profit professional organization.
- Distributing any sales or marketing materials or posting displays of any sales or marketing materials at DAMA International, affiliated chapter, or affiliated strategic partner sponsored activities without approval of the event organizer, DAMA International, affiliated chapter, or strategic partner. If the entity is both an organizer and a vendor that wants to promote using sales and marketing materials, then approval should be requested from DAMA International.
- Inappropriately using the DAMA International, the affiliated chapter or the affiliated strategic partner names or logos. For example, I will not use them for a sales solicitation purpose that is not in accord with DAMA-specific business and policies as determined by the Board of Directors of DAMA International, the affiliated chapter and/or the affiliated strategic partner. For example: using these logos or names to conduct anything other than

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DAMA specific business would be a violation of this code. Another example would be a member using the CDMP logo when they are no longer qualified as a CDMP.

- Making unwarranted negative or disparaging comments about any vendor, product, service, other organization or individual either orally or in writing as part of their DAMA duties.
- Engaging in the unauthorized use of copyrighted material or using the intellectual property of others without appropriate permissions for personal gain, whether for profit or recognition
- Misrepresenting one's certification or other DAMA status designation.

I recognize my obligation to:

- Actively support the programs of DAMA International and its affiliates.
- Accept my commitment to fulfill my DAMA International obligations so that I shall not profit personally as a direct result of my performance as an officer or advisor.
- Formally document and bring to the attention of the DAMA International Governance and Ethics Advisor any significant ethical issues and/or concerns over possible conflicts of interest that substantially affect DAMA International or its affiliates and for which DAMA International has reasonable authority and control in affecting. This includes issues that may arise from the performance of my role as an officer or advisor.
- Protect positively the reputation, credibility, and effectiveness of DAMA International and its affiliates as well as their mission in all contact with others, regardless of their affiliation with DAMA.
- Refrain from communication or discussion, oral or written, concerning on confidential DAMA International and affiliated chapter matters with any person not directly involved in the matter.
- Protect closely the personal information of any member or prospective member under my control and only use it in an appropriate fashion while conducting DAMA International or affiliated chapter business activities. Distribution or sale of any membership information to any organization is prohibited for any purpose.

I hereby certify that I have read and understand this Code. By signing this DAMA International Code of Ethics document, I agree to adhere to the terms that are within this document.