

The Precision Nutrition Code of Ethics

In your professional role as a coach:

- **Act in the client's best interest.** Prioritize their wellbeing, safety, values, goals, and comfort where possible.
- **Respect the worth and dignity of the clients you serve.** Treat all clients with professional courtesy, compassion, and care.
- **Protect your clients' privacy and confidentiality.** This includes:
 - Follow standard data security protocols, (e.g., protecting your personal logins and storing client data securely).
 - Be careful what you discuss about clients, and with whom.
 - Do not disclose personal or identifying details of clients.
 - Ask permission before sharing anything publicly (e.g., on social media).
- **Act with integrity.** Make yourself worthy of your clients' respect and trust. Don't exploit your clients, financially or otherwise. Don't seek personal gain from your client relationship (beyond your coaching reimbursement, obviously).
- **Act with objectivity.** Know the rules, regulations, and procedures expected of you, and follow them equitably and appropriately for each client.
- **Set clear, accurate, and reasonable expectations.** Define the terms of the coaching arrangement (e.g. payment, frequency of meeting, how coaching works) immediately and explicitly, and reinforce them often. Be upfront about what results the client can realistically expect to see.
- **Have clear professional boundaries.** Avoid multiple relationships (e.g., coaching friends or family members; becoming friends with clients) where possible. If you must have multiple relationships, recognize the inherent power imbalance in coaching, and be very clear what hat you are wearing in a given situation.
- **Know the limits of your skills and scope of practice.** If you can't serve a client for reasons of ethics or expertise, refer them out to another coach and/or care provider if possible.
- **Keep your skills current.** Pursue professional competence, excellence, and mastery. Be a credit to your profession.