

aimm Code of Ethics



Members of aimm are required to comply with the aimm Code of Ethics below:

Members shall maintain fair and professional business practice towards peers and consumers at all times.

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Services offered by members shall be lawful and presented in a manner that promotes and preserves the principle of informed consumers enjoying freedom of choice

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Members shall not mislead or seek to deceive consumers regarding advertising, content, operation or billing of services.

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Members shall take all reasonable steps to ensure the protection of minors and the vulnerable from inappropriate services or content.

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Members shall refrain from any practice or actions likely to bring aimm into disrepute.