

## **AMGA CODE OF ETHICS AND CONDUCT**

Approved April 24, 2017

The American Mountain Guides Association (“AMGA”) requires its members to be ethical and professional in the conduct of their business and personal lives. This Code of Ethics applies to accredited businesses and all members of the AMGA including apprentice, assistant, and certified guides, students, instructors, and licensed providers. It applies in all settings and circumstances including courses, work and volunteer roles, marketing, electronic communications, and social media. Any violation of this Code of Ethics and Conduct may result in disciplinary action.

1. Managing risk and the welfare of our clients is our prime concern.
2. Where possible and practical, we should provide assistance to persons having difficulty by offering help which is appropriate under the circumstances. In providing assistance to others, we should avoid compromising the welfare of our clients.
3. Our clients have the right to expect us to be up-to-date on the latest methods and techniques and to use appropriate and well-functioning equipment.
4. We must be aware of our own physical, technical, and experiential limitations. We should use routes and terrain that are within our expertise and capabilities.
5. We are expected to teach and practice Leave No Trace principles and to be knowledgeable of local natural history.
6. As professionals, we must be culturally competent. We must treat clients, the public, our fellow guides, and others with respect. The AMGA assumes that all human beings, regardless of race, religion, gender, sexuality, or creed, are entitled to enjoy the mountains without threat of discrimination, diminution of their values and customs, or disrespect. An AMGA professional is expected to be an ambassador of human compassion and understanding.
7. As representatives of the AMGA we must conduct ourselves in a manner that reflects well on the AMGA. This applies on AMGA programs as well as anytime we are interacting with clients, the public, our fellow guides, government agencies, and others.
8. We must understand our level of training and certification as defined by the AMGA Scope of Practice (SOP). This includes accurately and unambiguously representing the level of our training and certification to clients, the public, government agencies, and others. After January 1, 2022, we will work only within our training and certification level(s) as defined by the SOP.
9. We must work within the regulatory, permit, certification, and aspirant requirements of the country and/or land management agency in or under which we intend to work. We must obey all laws, rules, and regulations applicable to our guiding or other activities.