

I. AMGA Code of Ethics and Conduct

The American Mountain Guides Association (“AMGA”) Code of Ethics and Conduct demonstrates the commitment AMGA members make to uphold high standards of ethics and professionalism. The AMGA Code of Ethics and Conduct ensures exceptional service to the public, promotes respect and integrity among AMGA members, and advances the professionalism of the industry.

The AMGA Code of Ethics and Conduct applies to all AMGA members in circumstances when a member is acting in a professional capacity or engaging in personal activities that have a direct reflection on the AMGA. Violation of the Code of Ethics and Conduct may result in disciplinary action.

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The AMGA Code of Ethics and Conduct:

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. We facilitate a welcoming and inclusive environment for all people, regardless of their intersecting identities whether based in gender, race, sexuality, religion or any other identity.

7. We will not engage in any form of discrimination, harassment, or other prohibited behavior as described in the Anti-Harassment and Prohibited Behavior Policy.

Commented [MW1]: The revised preamble narrows the scope of the AMGA Code of Ethics and Conduct so it only applies to a member’s personal activities if those activities have a connection to AMGA.

Deleted: 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.¶

Commented [MW2]: Provision #6 is simplified for clarity.

Deleted: <#>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.¶

Commented [MW3]: Provision #7 is added to incorporate the new Anti-Harassment and Prohibited Behavior policy.

8. As representatives of the AMGA we must conduct ourselves in a manner that reflects well on the AMGA. This applies during AMGA programs as well as anytime we are interacting with clients, the public, our fellow guides, government agencies, and others.
9. We must understand our level of training and certification as defined by the *AMGA Scope of Practice (SOP)*. After January 1, 2022, we will work only within our training and certification level(s) as defined by the SOP.
10. We will accurately and unambiguously represent the level of our training and certification to clients, the public, government agencies, and others as described in the *AMGA Brand Use Policy*.
11. 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.

II. **Scope of the AMGA Code of Ethics and Conduct**

The *AMGA Code of Ethics and Conduct* applies to all AMGA members in circumstances when a member is acting in a professional capacity or engaging in personal activities that have a direct reflection on the AMGA. The *Code of Ethics and Conduct* applies to communications and/or actions made in person, in print, through social media, email, or other forms of electronic communication. Violation of the *Code of Ethics and Conduct* may result in corrective action as outlined in the Professional Compliance Manual.

The following examples are provided to illustrate the scope of the *AMGA Code of Ethics and Conduct*. The examples are intended to help AMGA members understand the types of circumstances in which the *AMGA Code of Ethics and Conduct* applies. This list is not intended to identify each and every circumstance that may fall under the *AMGA Code of Ethics and Conduct*.

The *AMGA Code of Ethics and Conduct* would apply to any actions and communications when an AMGA member is acting in a professional capacity, for example:

- When actively instructing or guiding a group of clients
- When working with another AMGA member during the course of employment
- When communicating with a potential client about a potential climbing trip

Commented [MW4]: This section is included in the Professional Compliance Manual to help AMGA members better understand the scope of the AMGA Code of Ethics and Conduct.

- When meeting with a land manager to discuss the application process for a land use permit
- When discussing employment opportunities with an employer or employee

The *AMGA Code of Ethics and Conduct* would apply to any actions and communications made when an AMGA member is engaging in a personal activity that has a direct reflection on the AMGA, for example:

- When giving a presentation to a local climbing club
- When interacting with the public while climbing recreationally at a local crag
- When participating in an online forum that relates to climbing and skiing
- When communicating with an AMGA member outside of work hours
- When establishing new climbing routes in an area with specific regulations (i.e., wilderness)