

**CODE OF CONDUCT FOR  
GLOBAL ASSOCIATION OF APPLIED BEHAVIOURAL SCIENTISTS  
(GAABS)**

Members of GAABS commit to promoting the ethical use of behavioural science in applied contexts. While ethical issues will vary markedly across domains and cases, as well as jurisdictions' regulatory and legal requirements, some basic principles should inform how organisations approach both specific projects, and the development of their overall approach to solutions. The following principles are therefore not intended to be prescriptive, rather they should be used as a guide for members to develop their organization-specific approaches and ethical ethos. In some cases, ethical issues will overlap with detailed legal frameworks, such as in the case of data privacy. But in many cases, the application of behavioural science may take place in contexts where there is an absence of clearly defined legal codes. This puts a greater onus on members to reflect on how best to both be ethical in their own practice and, in addition, to guide clients towards ethical applications when conducting work in the field of behavioural science.

**Members of GAABS commit to uphold the following principles:**

1. Conduct themselves as persons of integrity and observe the principles of the code, thus the reputation of the members, GAABS and behavioural science shall be enhanced.
2. Ensure that their professional activities are conducted by persons competent to deliver, design and evaluate interventions in particular contexts.
3. Consider the extent to which behavioural science interventions are the appropriate intervention in particular contexts.
4. Act honestly and be open and transparent when developing and administering behaviourally informed interventions.
5. Not knowingly, or recklessly, disseminate false or misleading information.
6. Consider the extent to which their activities are acceptable to those involved and respect and take steps to incorporate concerns of people involved.
7. Conduct their activities with respect for people's autonomy privacy, and diversity.
8. Respect the confidentiality of information collected in their professional activities and not disclose any personal or confidential information concerning a client without written consent.
9. Be transparent as to the subject, nature and purpose of data collection and follow appropriate measures to ensure data protection and security.
10. Consider the goals of their activities, in particular whether interventions serve to improve welfare.
11. Ensure that individuals are not harmed or adversely affected by their professional activities and consider the impact on vulnerable groups and issues of fairness and diversity when designing and implementing interventions.
12. Assess the extent to which their organisation has conflicts of interest and take appropriate steps to avoid and address these conflicts should they arise.

**Based On:** Market Research Society Code of Conduct / American Marketing Association Codes of Conduct / Nudge FORGOOD