

Chapter 15. Code of Ethics

§1501. Professional Representation

- A. A professional holding any ADRA practice credential, specialty certification, or learning status shall not:
1. misrepresent either directly or by implication any professional qualification, associations, or affiliations;
 2. misrepresent any agency or organization by presenting it as having attributes which it does not possess; or
 3. make claims about or encourage belief regarding the efficacy of any service that goes beyond those which the professional would be willing to subject to professional scrutiny.

§1503, Relationships with Clients

- A. A professional holding any ADRA practice credential, specialty certification, or learning status:
1. shall make known to a prospective client or person served the important aspects of the professional relationship including fees and arrangements for payment which might affect the decision of the client or person served to enter the relationship;
 2. shall inform the client or person served of the purposes, goals, techniques, rules of procedure, and limitations that may affect the relationship at or before the time that the professional relationship is established;
 3. shall provide in-person and telehealth services only in the context of a professional relationship and not by means of newspaper or magazine articles, radio or television programs, mail, social media, or means of a similar nature;
 4. shall not give or receive a commission or rebate or other form of remuneration for the referral of clients or persons served for professional services;
 5. shall not use relationships with clients or persons served to promote, commercial enterprises of any kind, whether for personal gain or the profit of an agency;
 6. shall not, under normal circumstances, be involved in the counseling of personal family members, intimate friends, close associates, or others whose welfare might be jeopardized by such a dual relationship;

7. shall not, under normal circumstances, offer professional services to a person concurrently receiving assistance from another professional except with knowledge of the other professional;
8. shall take reasonable action to inform responsible authorities and appropriate individuals in cases where the condition of a client or person served indicates a clear and imminent danger to self or others;
9. shall take reasonable precautions to protect individuals from physical and/or emotional trauma resulting from interaction within the professional setting;
10. shall not engage in activities that seek to meet the professional personal needs at the expense of a client or person served;
11. shall not engage in sexual intimacies with any client or person served during services provided or for five years after the last professional contact;
12. shall terminate a professional relationship when it is reasonably clear during services that the client or person served during services is not benefiting, and refer the client or person served to an appropriate qualified professional; and
13. shall ensure that any form of electronic communication and network used for sharing confidential information or telehealth services are secure.

§1505. Relationships with the ADRA

- A. A professional holding any ADRA practice credential, specialty certification, or learning status:
 1. Shall have the responsibility of reporting to the ADRA any knowledge of unethical conduct, unethical practice, alleged misrepresentations or violations of ADRA statute or rules.
 2. Shall notify the ADRA within 30 days of:
 - a. any violation of the ADRA statute, rules, or any disciplinary action taken by another occupational licensing board;
 - b. any changes in sobriety status, specifically relapse and recovery dates;
 - c. any changes in legal status, including felony arrests and felony convictions; and
 - d. any changes in contact information, including name, address, phone number, or e-mail address.

B. The ADRA shall consider the failure of a person to respond to a request for information or other correspondence as unprofessional conduct and grounds for disciplinary action.

§1507. Advertising and Announcements

A. Any advertisement or announcement of services by a professional holding any ADRA practice credential, specialty certification, or learning status shall not contain information which is false, inaccurate, misleading, or deceptive information.

§1511. Confidentiality

A. A professional holding any ADRA practice credential, specialty certification or learning status shall not disclose any information acquired from a client or person served except:

1. with the written consent of the client or person served, or in the case of death or disability, with the written consent of the personal representative of the client or person served; or
2. when a person files a complaint with the ADRA against a professional holding any ADRA practice credential, specialty certification, or status; or
3. as otherwise provided by state or federal law or regulation.