Ethical Principles for Service Providers, Conference Exhibitors, and Advertisers
In the International Dyslexia Association

These principles are to be used by IDA employees, board members, and branch officers in deciding whether members, conference exhibitors, conference or workshop presenters, and/or advertisers in IDA publications are serving the best interest of the public. These principles are intended to safeguard and promote the well-being of individuals with dyslexia and related learning difficulties, to promote the dissemination of reliable and helpful information, and to ensure that standards of best practice are upheld by the organization and its activities.

Practitioners, publishers, presenters, exhibitors, advertisers, and any others who provide services to individuals with dyslexia and related difficulties:

1. strive to do no harm and to act in the best interests of those individuals;
2. maintain the public trust by providing accurate information about currently accepted and scientifically supported best practices in the field;
3. avoid misrepresentation of the efficacy of educational or other treatments or the proof for or against those treatments;
4. respect objectivity by reporting assessment and treatment results accurately, honestly, and truthfully;
5. avoid making unfounded claims of any kind regarding the training, experience, credentials, affiliations and degrees of those providing services;
6. respect the training requirements of established credentialing and accreditation organizations supported by IDA;
7. engage in fair competition;
8. avoid conflicts of interest when possible and acknowledge conflicts of interest when they occur; and
9. support just treatment of individuals with dyslexia and related learning difficulties.