



ICONIC BOARD OF HOLISTIC HEALTH

# Code of Ethics & *Professional Conduct*

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Version 1.0 · Adopted March 30, 2026

*"Science and soul — integrated."*

Adopted by ICONIC Board resolution. Referenced in all credential applications and renewal agreements.

ICONIC Board credentials are voluntary professional recognitions, not substitutes for state licensure.

**IMPORTANT LEGAL NOTICE****Legal Disclaimer**

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ICONIC Board credentials are voluntary professional recognitions. They are not substitutes for, and do not confer, any form of state licensure, medical license, or legal authorization to practice medicine, psychology, counseling, or any other licensed profession.

Practitioners remain solely and personally responsible for compliance with all applicable federal, state, and local laws and regulations governing their practice, including — but not limited to — HIPAA, applicable privacy laws, and any professional licensing statutes in their jurisdiction.

ICONIC Board does not provide legal advice. This Code does not constitute legal guidance. Practitioners with questions about their legal obligations should consult a licensed attorney in their jurisdiction.

Adoption: This Code of Ethics & Professional Conduct is adopted by ICONIC Board resolution and is incorporated by reference into all credential applications, renewal agreements, and practitioner agreements. It is subject to periodic revision by the Board.

## PART I

# Core Values & Principles

ICONIC Board–credentialed practitioners are recognized by their commitment to a holistic philosophy of health that integrates evidence-informed practice with the full spectrum of human experience — what we call the "science and soul" approach. This integration is not incidental; it is foundational.

**Integrity** Honesty, ethical courage, and consistency between values and actions.

**Competence** Continuous learning and practice within defined scope.

**Respect** Honoring client autonomy, dignity, and cultural identity.

**Science & Soul** Evidence-informed practice honoring the whole person — body, mind, spirit.

**Accountability** Responsibility for professional conduct and outcomes.

**Transparency** Honest communication about credentials, methods, and limitations.

**Inclusion** Culturally responsive practice affirming every person's dignity.

**Collaboration** Partnership with clients and other professionals.

"Science and Soul": ICONIC Board holds that rigorous, evidence-informed practice and a deep reverence for the full human experience are complementary — not in tension. This integration is reflected throughout these Standards.

## PART II

# Standards of Ethical Conduct

## STANDARD 1

## Competence & Scope of Practice

Practitioners provide services only within the boundaries of their education, training, credential level, and demonstrated competence.

- Practitioners do not diagnose, treat, prescribe, or cure physical or mental health conditions unless separately licensed to do so under applicable law.
- Practitioners represent their credentials accurately and do not imply medical licensure or authority they do not hold.
- When a client presents issues beyond the practitioner's competence, the practitioner refers promptly to an appropriately qualified professional.
- Practitioners maintain competence through continuing education, supervision, and ongoing study.
- Practitioners practicing a new modality acquire sufficient training and supervision before offering it to clients.

Scope Warning: In many jurisdictions, making health claims, offering diagnoses, or suggesting treatments without the appropriate license may constitute the unlicensed practice of medicine. Practitioners are responsible for compliance with all applicable laws.

## STANDARD 2

## Confidentiality & Privacy

Practitioners protect the privacy and confidentiality of client information and records.

- Practitioners disclose client information to third parties only with explicit written consent, except as required by law.
- Practitioners implement reasonable safeguards to protect client records from unauthorized access or loss.
- Where applicable, practitioners comply with HIPAA and all applicable state privacy laws.
- Practitioners inform clients at outset about confidentiality, its limits, and circumstances requiring disclosure.
- Practitioners continue to protect client confidentiality indefinitely after the professional relationship ends.

**STANDARD 3****Informed Consent**

Practitioners obtain meaningful informed consent before initiating any professional services. Informed consent is an ongoing process.

- Before services begin, practitioners provide clear information about services, methods, expected outcomes, fees, and credentials.
- Practitioners use language and formats that clients can understand.
- Practitioners respect a client's right to decline, modify, or withdraw consent at any time without penalty.
- Practitioners clearly disclose that ICONIC Board credentials are voluntary recognitions — not state licenses.

**STANDARD 4****Client Welfare & Safety**

The welfare of the client is the primary obligation of every ICONIC-credentialed practitioner.

- Practitioners place client wellbeing above personal, financial, or competitive interests.
- Practitioners do not exploit client vulnerability or the power differential of the practitioner-client relationship.
- When a client's safety is at risk, practitioners take appropriate action including referral to emergency services.
- Practitioners support clients in accessing appropriate medical or mental health care when indicated.
- Practitioners do not discourage clients from seeking licensed professional treatment.

**STANDARD 5****Professional Boundaries**

Practitioners maintain clear professional boundaries in all client relationships.

- Practitioners do not engage in sexual, romantic, or exploitative relationships with current clients.
- Practitioners exercise careful judgment regarding personal or business relationships with former clients.
- Practitioners avoid multiple relationships that could impair professional judgment.
- Practitioners set and maintain appropriate physical, emotional, and relational boundaries.

**STANDARD 6****Honest Representation & Credentials**

Practitioners represent their credentials, qualifications, services, and methods with complete accuracy.

- Practitioners accurately describe all credentials held and do not claim credentials they do not possess.
- Practitioners clearly distinguish ICONIC Board credentials from state licensure in all communications.
- Practitioners do not misrepresent the benefits, efficacy, or scientific status of services offered.
- Practitioners do not use titles implying medical or clinical authority they do not hold.
- Practitioners do not display ICONIC Board marks after a credential has lapsed or been revoked.

Credential Clarity: ICONIC Board credentials are a mark of professional accountability — not substitutes for medical or clinical licensure. Practitioners must ensure prospective clients understand this distinction.

#### STANDARD 7

### Legal & Regulatory Compliance

Practitioners comply with all applicable laws and regulations in every jurisdiction where they practice.

- Practitioners are personally responsible for understanding and complying with all applicable federal, state, and local laws.
- Practitioners do not engage in, facilitate, or conceal illegal conduct in professional activities.
- Practitioners maintain any licenses or registrations required by law in their jurisdiction.
- Practitioners comply with all applicable advertising and health claims regulations.
- Practitioners promptly report to ICONIC Board any criminal conviction or adverse regulatory action related to professional conduct.

#### STANDARD 8

### Cultural Competence & Inclusion

Practitioners recognize and respect the diversity of their clients, and commit to culturally responsive, inclusive practice.

- Practitioners develop cultural awareness and skills to serve clients across all dimensions of identity.
- Practitioners examine and address their own biases and assumptions.
- Practitioners do not impose personal, spiritual, or cultural values on clients.
- Practitioners acknowledge and respect traditional, Indigenous, and culturally rooted healing practices with appropriate humility.

#### STANDARD 9

### Technology & Telehealth Ethics

Practitioners apply all Code standards to technology-mediated services and stay informed about emerging ethical issues in digital practice.

- Practitioners using telehealth ensure platforms meet applicable privacy and security standards.
- Practitioners obtain specific informed consent related to telehealth services.
- Practitioners using AI tools retain full professional responsibility for all recommendations.
- Practitioners comply with all jurisdictional requirements governing telehealth practice.
- Practitioners maintain emergency protocols for telehealth clients.

**STANDARD 10****Non-Discrimination**

Practitioners do not discriminate in the provision of services or any aspect of professional practice.

- Practitioners do not discriminate on the basis of race, ethnicity, gender identity, sexual orientation, age, religion, disability, or any other protected characteristic.
- Practitioners take affirmative steps to make their services accessible.
- Practitioners recognize that systemic inequity affects access to holistic health resources and commit to equitable practice.

**PART III****Professional Pledge**

*I commit to the highest standards of ethical practice in my work as a holistic health professional. I will serve my clients with integrity, competence, and compassion —*

The Professional Pledge is signed by every practitioner at the time of credentialing and renewed at each renewal period. It is the practitioner's personal commitment to the standards of this Code.

*commitment — even when it is difficult."*

Signed by all ICONIC Board credential holders at credentialing and at each renewal.

**ENFORCEMENT**

ICONIC Board maintains a formal complaint and disciplinary process for alleged Code violations. Complaints may be filed by any person — client, colleague, or member of the public — at [iconic-board.polsia.app/complaints](https://iconic-board.polsia.app/complaints).

- All complaints are handled confidentially; individual case details are never publicly disclosed.
- Anonymized aggregate complaint statistics are published annually.
- Sanctions range from written warning to credential revocation, depending on findings.
- Practitioners subject to sanctions have the right to appeal under the Disciplinary Procedures.
- ICONIC Board may refer matters to licensing authorities or law enforcement where appropriate.

## Document Information

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Document: ICONIC Board Code of Ethics & Professional Conduct

Version: 1.0

Adopted: March 30, 2026

Authority: Adopted by ICONIC Board resolution. Referenced in all credential applications and renewal agreements.

Published: [iconic-board.polsia.app/ethics](https://iconic-board.polsia.app/ethics)

Modeled on established professional body standards of practice and codes of ethics. ICONIC Board holds that evidence-informed practice and reverence for the full human experience are complementary — not in tension.















