

PUMA Instructor Code of Ethics

Being an instructor in PUMA is more than a qualification. PUMA is well recognised and respected throughout the martial arts community and in order to maintain this reputation and to continue to offer quality training and support we require our members to have a professional and ethical approach throughout their lives. It is because of our exceptionally high standards, quality training and the professionalism of our instructors and members that we are so highly regarded. This is a benefit to us as an Association and to you as an instructor.

To help our instructors maintain these standards and offer the highest levels of professional service at all times, this Code of Ethics:

- sets out the required standards of professional behaviour with guidance to help you achieve them
- helps you to protect interest of your school and members
- helps you to maintain PUMA's good reputation

General

1. Always talk about fellow instructors/students and P.U.M.A. in a positive manner.
2. Never sell any products to another Instructor's student.
3. Always seek permission for you and your students to train at another school.
4. Learn to agree to disagree. Everyone has opinions and they won't always be the same as yours.
5. When visiting another school, make no announcements to students without prior discussion and consent of the host Instructor.
6. Seek permission from their instructor prior to asking students of another school to teach for you.
7. Seek permission from their instructor before promoting non-PUMA / non-Squad events and competitions to students of another school.
8. If a new beginner who lives outside of your area asks to train at your school, you should direct them to the school that is closest to them.
9. Publicise and share information about all seminars and events you may be running to other instructors in your area and to P.U.M.A.
10. If when training at another school you are taught a different theory or technique that you may not agree with and you wish to discuss the matter, please do so in private after the class. Show courtesy and respect by only voicing your opinion during the class with the express permission of the instructor.
11. Always endeavour to be an ambassador for your art, association and school. Always act in a positive manner and promote respect, courtesy and empathy.

12. There are no transfers of students within P.U.M.A.
13. Ensure that only P.U.M.A. approved safety equipment is used by you/your students at class or when competing at PUMA events.
14. Always ensure that you minimise or remove any risk of harm to your students by following Health & Safety protocols such as Risk Assessment and by adhering to the PUMA safeguarding policies.
15. Whether teaching, training, socialising or in other official functions, always act with professionalism, respect and courtesy.

Digital & Social Media Practice

This code of conduct is designed to provide guidance on the usage of social media and electronic communications in order to protect the reputation of the individual, of PUMA instructors and of the organisation itself. Whilst it is not intended to govern instructors' private use of social media, it does set out expectations around online behaviour that could affect professional standing, integrity and dignity.

1. Instructors should remember that what they say may reflect upon their professional lives, and the professional lives of their colleagues, and should moderate their comments accordingly. Be aware that once posted comments are usually permanent and can rarely be fully removed.
2. Instructors have a responsibility to be a positive role model, so should promote themselves with positive posts. Remember that not everyone is of the same opinion as you, so avoid posting negative comments which may alienate and/or demonise a group of people. Instead restructure the comment with a positive spin. For example, promote the views of your chosen political affiliation / religious belief / martial art rather than criticize those of another.
3. Think before you post! Could someone take offence at what you are posting, or could it be deemed inappropriate? Are you in danger of breaching safeguarding guidelines by encouraging potentially vulnerable people into controversial or unsafe practices? Remember, students look up to instructors through rose-tinted glasses and can be extremely susceptible to suggestion.
4. Think about who can see what you are posting and manage your privacy settings accordingly. If you really cannot avoid posting controversial viewpoints that may potentially cause reputational damage to yourself, other members or the organisation, consider opening an alternative profile using an alias with no links to PUMA that you can use to air your views.
5. Do not promote, publicise or document your involvement in controversial or illegal activities.
6. Maintain professional boundaries over social media and methods of communication associated with these. Remember, many of the people who follow us on social media are our customers, not our friends.
7. Do not post confidential or private material or opinions. Observe safeguarding guidelines by not posting material that could lead to someone being identifiable.

8. Do not post inappropriate or offensive material related to: Gender, Race, Religion and beliefs, Sexual Orientation or Political views.

Remember, if you are writing something that you think may be in breach of these guidelines, it probably is.

Code Breaches

Any breaches of this code will be addressed on a case-by-case basis. Minor issues can be dealt with informally and resolved quickly and easily.

Any escalations or serious breaches should be reported to the PUMA Disciplinary Officer who will decide how to respond and any relevant sanctions.

R Gayle
Chairman P.U.M.A.
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