

# Prince Edward Island Psychologists Registration Board

## Code of Conduct

*Effective 1 January, 2014*

*Amended 1 March, 2018; 17 December, 2019; 5 May, 2020; 1 March, 2026*

### Introduction

**Scope.** The psychologist shall be governed by this Code of Conduct whenever providing psychological services in any context. This Code shall not supersede federal or provincial statutes. This Code shall apply to the conduct of all registrants and applicants, including applicants' conduct during the period of education, training, and employment which is required for registration. The term "psychologist," as used within this Code, shall be interpreted accordingly, i.e., as applying to psychologists, psychological associates, psychologist candidates, psychological associates, psychological corporations, and applicants.

**Responsibility for own actions.** The psychologist shall be responsible for his/her own professional decisions and professional actions.

**Violations.** A violation of this Code of Conduct constitutes unprofessional conduct and is sufficient reason for disciplinary action or denial of either original licensure or reinstatement of licensure.

### Definitions

**Client.** "Client" means one who engages the professional services or advice of a psychologist. Clients may include individuals, couples, families, groups or organizations. In the case of individuals with legal guardians, including minors and legally incompetent adults, the legal guardian shall be the client for decision making purposes, except that the individual receiving services shall be the client for:

1. Issues directly affecting the physical or emotional safety of the individual, such as sexual or other exploitive multiple relationships, and
2. Issues specifically reserved to the individual, and agreed to by the guardian prior to rendering of services, such as confidential communication in a therapy relationship.

**Confidential information.** "Confidential information" means information revealed by a client or clients or otherwise obtained by a psychologist, where there is reasonable expectation that because of the relationship between the client(s) and the psychologist, or the circumstances under

which the information was revealed or obtained, the information shall not be disclosed by the psychologist without the informed written consent of the client(s).

**Conversion therapy.** “Conversion therapy” means any practice, treatment or service provided for the purpose of changing a person’s sexual orientation, gender identity, or gender expression, but does not include (a) a practice, treatment or service providing acceptance, understanding or support to a person or assisting a person with identity exploration or development; or (b) gender-confirming surgery or a practice, treatment or service related to gender-confirming surgery.

**Court order.** “Court order” means the written or oral communication of a member of the judiciary, or other court magistrate or administrator, if such authority has been lawfully delegated to such magistrate or administrator.

**Professional relationship.** “Professional relationship” means a mutually agreed upon relationship between a psychologist and a client(s) for the purpose of the client(s) obtaining the psychologist's professional expertise.

**Professional service.** “Professional service” means all actions of the psychologist in the context of a professional relationship with a client.

**Supervisee.** “Supervisee” means any person who functions under the extended authority of the psychologist to provide, or while in training to provide, psychological services.

## **Rules of Conduct**

### **o I. Competence**

1. **Limits on practice.** The psychologist shall limit practice and supervision to the areas of competence in which proficiency has been gained through education, training, and experience.
2. **Maintaining competency.** The psychologist shall maintain current competency in the areas in which he/she practices, through continuing education, consultation, and/or other procedures, in conformance with current standards of scientific and professional knowledge.
3. **Accurate representation.** A licensee shall accurately represent his or her areas of competence, education, training, experience, and professional affiliations to the board, the public, and colleagues.
4. **Adding new services and techniques.** The psychologist, when developing competency in a service or technique that is either new to the psychologist or new to the profession, shall engage in ongoing consultation with other psychologists or relevant professionals and shall seek appropriate education and training in the new area. The psychologist shall inform clients of the innovative nature and the known risks associated with the services, so that the client can exercise freedom of choice concerning such services.

5. **Referral.** The psychologist shall make or recommend referral to other professional, technical, or administrative resources when such referral is clearly in the best interests of the client.
6. **Sufficient professional information.** A psychologist rendering a formal professional opinion about a person, for example about the fitness of a parent in a custody hearing, shall not do so without direct and substantial professional contact with or a formal assessment of that person.
7. **Maintenance and retention of records.**
  1. The psychologist rendering professional services to an individual client (or a dependent), or services billed to a third party payor, shall maintain professional records that include:
    1. the name of the client and other identifying information,
    2. the presenting problem(s) or purpose or diagnosis,
    3. the fee arrangement,
    4. the date and substance of each billed or service-count contractor service,
    5. any test results or other evaluative results obtained and any basic test data from which they were derived,
    6. notation and results of formal consults with other providers,
    7. a copy of all test or other evaluative reports prepared as part of the professional relationship,
    8. any releases executed by the client.
  2. To meet the requirements of this rule, so as to provide a formal record for review, but not necessarily for other legal purposes, the psychologist shall assure that all data entries in the professional records are maintained for a period of not less than (a) seven years after the last date that service was rendered, or (b) in the case of a client who was less than eighteen years of age on the last date that service was rendered, seven years following the day the client became or would have become eighteen, or (c) for a longer period if required by law.
  3. The psychologist shall store and dispose of written, electronic and other records in such a manner as to insure their confidentiality. The psychologist shall maintain the confidentiality of all psychological records in the psychologist's possession or under the psychologist's control except as otherwise provided by law or pursuant to written or signed authorization of a client specifically requesting or authorizing release or disclosure of the client's psychological records.
  4. For each person professionally supervised, the psychologist shall maintain for a period of not less than five years after the last date of supervision a record that shall include, among other information, the type, place, and general content of the supervision.
8. **Continuity of care.** The psychologist shall make arrangements for another appropriate professional or professionals to deal with emergency needs of

his/her clients, as appropriate, during periods of his/her foreseeable absences from professional availability.

9. **Providing supervision.** The psychologist shall exercise appropriate supervision over supervisees, as set forth in the rules and regulations of the Board.
10. **Delegating professional responsibility.** The psychologist shall not delegate professional responsibilities to a person not appropriately credentialed or otherwise appropriately qualified to provide such services.
11. **Conversion therapy prohibited.** No registrant or professional psychology corporation shall provide conversion therapy to any person, regardless of age.

o **II. Multiple Relationships**

1. **Definition of multiple relationships.** Psychologists recognize that multiple relationships may occur because of the psychologist's present or previous familial, social, emotional, financial, supervisory, political, administrative or legal relationship with the client or a relevant person associated with or related to the client. Psychologists take reasonable steps to ensure that if such a multiple relationship occurs, it is not exploitative of the client or a relevant person associated with or related to the client.
2. **Prohibited Multiple Relationships.**
  1. A multiple relationship that is exploitative of the client or a relevant person associated with or related to the client is prohibited. Psychologists take all reasonable steps to ensure that any multiple relationships do not impair the psychologist's professional judgment or objectivity or result in a conflict of interest with the client or a relevant person associated with or related to the client.
  2. Multiple relationships that would not reasonably be expected to impair a psychologist's judgment or objectivity or risk harm to the client or relevant person associated with or related to the client are not expressly prohibited.
3. **Sexual Relationships**
  1. Psychologists do not engage in sexual intimacies with current clients.
  2. Psychologists do not engage in sexual intimacies with individuals they know to be close relatives, guardians, or significant others of current clients.
  3. Psychologists do not terminate the professional relationship to circumvent this standard.
  4. Psychologists do not accept as therapy clients persons with whom they have engaged in sexual intimacies.
  5. Psychologists do not engage in sexual intimacies with former clients to whom the psychologist has at any time within the

previous 24 months provided a psychological service including but not limited to performing an assessment or rendering counselling, psychotherapeutic, or other professional psychological services for the evaluation, treatment or amelioration of emotional distress or behavioural inadequacy.

6. The prohibitions set out in (e) above shall not be limited to the 24-month period but shall extend indefinitely if the client is clearly vulnerable, by reason of emotional or cognitive disorder, or a history of sexual exploitation, to exploitative influence by the psychologist.

- **III. Impairment**

1. **Impaired psychologist.** The psychologist shall not undertake or continue a professional relationship with a client when the psychologist is, or could reasonably be expected by the Board to be, impaired due to mental, emotional, physiologic, pharmacologic, or substance abuse conditions. If such a condition develops after a professional relationship has been initiated, the psychologist shall terminate the relationship in an appropriate manner, shall notify the client in writing of the termination, and shall assist the client in obtaining services from another professional.

- **IV. Client Welfare**

1. **Providing explanation of procedures.** The psychologist shall give a truthful, understandable, and appropriate account of the client's condition to the client or to those responsible for the care of the client. The psychologist shall keep the client fully informed as to the purpose and nature of any evaluation, treatment, or other procedures, and of the client's right to freedom of choice regarding services provided.
2. **Termination of services.** Whenever professional services are terminated, if feasible, the psychologist shall offer to help locate alternative sources of professional services or assistance when indicated. The psychologist shall terminate a professional relationship when it is reasonably clear that the client is not benefiting from the relationship, and, if feasible, shall prepare the client appropriately for such termination. A psychologist may terminate a professional relationship when threatened or otherwise endangered by the client or another relevant person associated with or related to the client.
3. **Stereotyping.** The psychologist shall not impose on the client any stereotypes of behaviour, values, or roles related to age, gender, religion, race, disability, nationality, sexual orientation, or diagnosis which would interfere with the objective provision of psychological services to the client.

4. **Solicitation of business by clients.** The psychologist providing services to an individual client shall not induce that client(s) to solicit business on behalf of the psychologist.
  5. **Referrals on request.** The psychologist providing services to a client shall, if feasible, make an appropriate referral of the client to another professional when requested to do so by the client.
  6. **Harassment.** Psychologists do not engage in any verbal or physical behaviour with clients which is seductive, demeaning or harassing.
- **V. Welfare of Supervisees, Research Participants and Students**
1. **Welfare of supervisees.** The psychologist shall not engage in any verbal or physical behaviour with supervisees which is seductive, demeaning or harassing or exploit a supervisee in any way -- sexually, financially or otherwise.
  2. **Welfare of research participants.** The psychologist shall respect the dignity and protect the welfare of his/her research participants, and shall comply with all relevant statutes and administrative rules concerning treatment of research participants.
  3. **Welfare of students.** The psychologist shall not engage in any verbal or physical behaviour with students which is seductive, demeaning or harassing or exploit a student in any way – sexually, financially or otherwise.
- **VI. Protecting Confidentiality of Clients**
1. **In general.** The psychologist shall safeguard the confidential information obtained in the course of practice, teaching, research, or other professional services. With the exceptions set forth below or in accordance with any federal or provincial statute or regulation, the psychologist shall disclose confidential information to others only with the informed written consent of the client.
  2. **Disclosure without informed written consent.** The psychologist may disclose confidential information without the informed written consent of the client when the psychologist judges that disclosure is necessary to protect against a clear and substantial risk of imminent serious harm being inflicted by the client on the client or another person. In such case, the psychologist shall limit disclosure of the otherwise confidential information to only those persons and only that content which would be consistent with the standards of the profession in addressing such problems. When the client is an organization, disclosure shall be made only after the psychologist has made a reasonable and unsuccessful attempt to have the problems corrected within the organization.
  3. **Services involving more than one interested party.** In a situation in which more than one party has an appropriate interest in the professional services rendered by the psychologist to a client or clients, the psychologist shall, to the extent possible, clarify to all parties prior to rendering the services the dimensions of confidentiality and professional

responsibility that shall pertain in the rendering of services. Such clarification is specifically indicated, among other circumstances, when the client is an organization.

4. **Multiple clients.** When service is rendered to more than one client during a joint session, for example to a family or a couple or a parent and child or a group, the psychologist shall at the beginning of the professional relationship clarify to all parties the manner in which confidentiality will be handled. All parties shall be given opportunity to discuss and to accept whatever limitations to confidentiality adhere in the situation.
5. **Legally dependent clients.** At the beginning of a professional relationship, to the extent that the client can understand, the psychologist shall inform a client who is below the age of majority or who has a legal guardian, of the limit the law imposes on the right of confidentiality with respect to his/her communications with the psychologist.
6. **Limited access to client records.** The psychologist shall limit access to client records to preserve their confidentiality and shall assure that all persons working under the psychologist's authority comply with the requirements for confidentiality of client material.
7. **Release of confidential information.** The psychologist may release confidential information upon court order, as defined in Section II of this Code, or to conform with federal or provincial law or regulation, including Public Health Act requirements for contact tracing for an identifiable disease or condition.
8. **Reporting of abuse of children and vulnerable adults.** The psychologist shall be familiar with any relevant law concerning the reporting of abuse of children and vulnerable adults, and shall comply with such laws.
9. **Discussion of client information among professionals.** When rendering professional services as part of a team or when interacting with other appropriate professionals concerning the welfare of the client, the psychologist may share confidential information about the client provided the psychologist takes reasonable steps to assure that all persons receiving the information are informed about the confidential nature of the information and abide by the rules of confidentiality.
10. **Disguising confidential information.** When case reports or other confidential information is used as the basis of teaching, research, or other published reports, the psychologist shall exercise reasonable care to insure that the reported material is appropriately disguised to prevent client identification.
11. **Observation and electronic recording.** The psychologist shall ensure that observation or electronic recording of a client occur only with the informed written consent of the client.
12. **Confidentiality after termination of professional relationship.** The psychologist shall continue to treat as confidential information regarding a client after the professional relationship between the psychologist and the client has ceased.

- **VII. Representation of Services**
  1. **Display of Certificate of Registration.** The psychologist shall display his/her current Prince Edward Island Certificate of Registration to practice psychology, on the premises of his/her professional office.
  2. **Misrepresentation of qualifications.** The psychologist shall not misrepresent directly or by implication his/her professional qualifications such as education, experience, or areas of competence.
  3. **Misrepresentation of affiliations.** The psychologist shall not misrepresent directly or by implication his/her affiliations, or the purposes or characteristics of institutions and organizations with which the psychologist is associated. The psychologist shall not misrepresent his/her qualifications by listing or displaying any affiliations with an organization that might be construed as implying the sponsorship or certification of that organization. The psychologist may list or display an affiliation only if such sponsorship or certification does, in fact, exist.
  4. **Presentation of qualifications.** A registrant in presenting her or his qualifications:
    1. shall represent herself or himself to the public as a registrant of PEIPRB by the use of the title Psychologist or C.Psych., Psychological Associate, Psychologist (Candidate), Psychological Associate (Candidate), or Psychological Corporation;
    2. may clarify areas of practice with the addition of a qualifier to the title or by citing one or more areas of practice. The qualifier or citation must be consistent with one or more of the areas of practice identified to PEIPRB by the registrant;
    3. shall not qualify her or his title by citing membership in professional associations (e.g., PAPEI, CPA, APA);
    4. may note ABPP diplomate status;
    5. shall specify only the highest academic degree on which registration is based;
    6. shall refrain from using a title or designation unrelated to the nature of the services provided in presenting her or his qualifications, e.g., MBA, CA, P.Eng.
  5. **False or misleading information.** The psychologist shall not make public statements that are false, misleading, or fraudulent concerning his/her psychological services or professional activities or those of persons or organizations with which he or she is affiliated.
  6. **Basis of claims.** Claims made by the psychologist shall be based upon sound research findings, and may not employ testimonials, selective survey results, or misleading or false information.
  7. **Guarantees of success.** The psychologist shall make no guarantees of success.
  8. **Uniqueness.** The psychologist shall make no assertions of uniqueness in probability of his/her success.

9. **Reflection on profession.** The psychologist shall use only those advertising and marketing approaches that reflect well on the profession of psychology.
10. **Identifying advertisements.** A paid advertisement shall be identified, or clearly recognizable, as an advertisement. The psychologist who engages others to create or place advertisements or public statements that promote this/her professional practice, products, or activities retains professional responsibility for such statements.
11. **Promotional activity.** Advertisements, announcements, brochures, business cards, business communication listings or any form of promotional activity must be supportable by facts and reflect the requirements above.
12. **Compensation of media.** The psychologist shall not compensate representatives of the media, in any way, in return for free publicity.
13. **Misrepresentation of services or products.** The psychologist shall not associate with or permit his/her name to be used in connection with any services or products in such a way as to misrepresent (a) the services or products, (b) the degree of his/her responsibility for the services or products, or (c) the nature of his/her association with the services or products.
14. **Correction of misrepresentation.** The psychologist shall correct others who misrepresent the psychologist's professional qualifications or affiliations. The psychologist shall correct other psychologists who are not representing their services and qualifications in a manner consistent with this code.
15. **Misrepresentation of non-psychologists.** The psychologist shall not represent directly, or by implications, any person to be a psychologist, psychologist (candidate), psychological associate, or psychological associate (candidate) who is not entitled by law to use such title.
16. **Employment of non-psychologists.** A psychologist who employs non-psychologists to provide service must ensure clients are informed at the onset regarding the professional status, qualifications, functions and supervision of the non-psychologist provider. The psychologist ensures all billing practices related to the non-psychologist provider are clear and transparent.
17. **Interpreting psychology to public.** A psychologist who interprets the science and practice of psychology to the public enters into a relationship with the public users of that information. The psychologist bases public statements upon fact and established information and does not make public statements in areas where he/she does not possess expertise. The psychologist clearly differentiates between statements that are supported by empirical evidence and those that are based on opinion.
18. **Precautions in communications to public.** A psychologist who provides information, advice or comment to the public via any medium shall take precautions to ensure that:

1. the statements are accurate and supportable based on current professional literature or research;
2. the statements are consistent with the professional standards, policies, and ethics currently adopted by PEIPRB;
3. the individual(s) receiving this information understands that the statements made are for information only, that a professional relationship has not been established, and that there is no intent to provide a professional service.

o **VIII. Fees and Statements**

1. **Disclosure of cost of services.** The psychologist shall not mislead or withhold from the client, a prospective client, or third party payor, information about the cost of his/her professional services. Before providing any billable service, the psychologist shall provide written information to the client about financial arrangements including, but not necessarily limited to, fee structure, missed appointments, and accepted means of payment.
  1. If a fee charged is higher than recommended in the fee schedule of the Psychological Association of Prince Edward Island, the psychologist shall inform the prospective client in writing of that fact in advance of any billable service.
  2. The psychologist shall not seek to justify any such higher fee by reference to claims of uniqueness or comparative superiority of services provided.
  3. The psychologist shall not engage in written or verbal communication that could reasonably be interpreted as exerting pressure upon a prospective client to accept any such higher fee.
2. **Reasonableness of fee.** The psychologist shall not exploit the client or responsible payor by charging a fee that is excessive for the services performed or by entering into an exploitive bartering arrangement in lieu of a fee.
3. **Offering reduced fees for package of services.** Offering reduced per-session fee for a volume of sessions (e.g., ten sessions for the price of nine) can create inappropriate demands upon vulnerable clients who wish to discontinue services early and who could find it difficult to directly inform their psychologist and arrange for partial reimbursement of fees. The psychologist offering such a package deal must take care to ensure that offering the package is primarily for the benefit of the client, not the financial benefit of the psychologist.
  1. The psychologist offering reduced fees for a package of services shall assume any financial loss associated with the reduced per-session fee package arrangement should a client choose to discontinue services for any reason.
  2. A client who has been paying a reduced per-session rate shall not

be billed the full rate even if they discontinue early.

3. A client who has paid in advance for a package of sessions and discontinues early shall automatically be reimbursed, within 15 days of notification of discontinuation, for the difference between the amount paid and the reduced per-session cost of sessions utilized.
4. Such a client shall not be required to provide any justification for discontinuing the service, and the psychologist shall not engage in written or verbal communication that could reasonably be interpreted as exerting pressure upon the client to continue.
5. The informed consent process and document related to reduced fees for a package of services shall specify that clients are free to discontinue at any point, that they are strongly encouraged to inform the psychologist if they wish to discontinue, and that either VIII 3.2 or VIII 3.3 above apply should they discontinue early
6. Missed sessions within a package shall be subject to the standard cancellation policy disclosed at intake.

o **IX. Assessment Procedures**

1. **Confidential information.** The psychologist shall treat an assessment result or interpretation regarding an individual as confidential information.
2. **Communication of results.** The psychologist shall accompany communication of results of assessment procedures to the client, parents, legal guardians or other agents of the client by adequate interpretive aids or explanations.
3. **Reservations concerning results.** The psychologist shall include in his/her report of the results of a formal assessment procedure, for which norms are available, any deficiencies of the assessment norms for the individual assessed and any relevant reservations or qualifications which affect the validity, reliability, or other interpretation of results.
4. **Protection of integrity of assessment procedures.** The psychologist shall not reproduce or describe in popular publications, lectures, or public presentations psychological tests or other assessment devices in ways that might invalidate them.
5. **Information for professional users.** The psychologist offering an assessment procedure or automated interpretation service to other professionals shall accompany this offering by a manual or other printed materials which fully describes the development of the assessment procedure or service, the rationale, evidence of validity and reliability, and characteristics of the normative population. The psychologist shall explicitly state the purpose and application for which the procedure is recommended and identify special qualifications required to administer and interpret it properly. The psychologist shall ensure that the advertisements for the assessment procedure or interpretive service are factual and descriptive.

- **X. Violations of Law**
  1. **Violation of applicable statutes.** The psychologist shall not violate any applicable statute or administrative rule regulating the practice of psychology.
  2. **Use of fraud, misrepresentation, or deception.** The psychologist shall not use fraud, misrepresentation, or deception in becoming registered to practice psychology, in passing a psychology licensing examination, in assisting another to become registered to practice psychology or to pass a psychology licensing examination, in billing clients or third party payors, in providing psychological service, in reporting the results of psychological evaluations or services, or in conducting any other activity related to the practice of psychology.
  
- **XI. Aiding Unauthorized Practice**
  1. **Aiding unauthorized practice.** The psychologist shall not aid or abet another person in misrepresenting his/her professional credentials or in illegally engaging in the practice of psychology.
  2. **Delegating professional responsibility.** The psychologist shall not delegate professional responsibilities to a person not appropriately credentialed or otherwise appropriately qualified to provide such services.
  
- **XII. Reporting Suspected Violations**
  1. **Reporting of violations to Board.** The psychologist who has substantial reason to believe that there has been a violation of the statutes or rules of the Board, that might reasonably be expected to harm a client, and who has been unable to satisfactorily resolve the matter with the psychologist in question, shall report such violation to the Board.
  2. **Providing information to client.** When a psychologist learns from a client of a possible violation of the statutes or rules of the Board, or when a psychologist receives a request from a client for information on how to file a complaint with the Board, the psychologist has an obligation to inform the client of the standards of practice of psychology and how to file a complaint with the Board.