



Code of Ethics for Registered Practitioners

“Where Wellness Meets Standards.”

1. Professional Identity and Scope of Practice

- HWBSA Practitioners must practice strictly **within their certified training, registration category, and scope of competence.**
- Practitioners **must not represent themselves** as psychologists, psychiatrists, medical doctors, or any other regulated health professional unless they hold the proper statutory registration under the Health Professions Council of South Africa (HPCSA) or another legally recognized body.
- Practitioners may identify themselves by their approved designation, e.g., *Registered Trauma-Informed Wellness Practitioner, Registered Lifestyle Medicine Coach, Registered Holistic Wellness Practitioner*, etc.
- All professional communication, promotional material, and online content must reflect the correct title as approved by HWBSA.
- Practitioners must clearly communicate the nature of their services to clients — emphasizing that their work is **complementary, supportive, and educational**, not diagnostic or prescriptive.

2. Ethical Conduct and Professional Integrity

- Practitioners shall act honestly, transparently, and in the best interest of their clients, students, and the general public.
- Any form of exploitation, emotional, financial, sexual, or otherwise, is strictly prohibited.
- Practitioners must maintain professional boundaries at all times.
- Practitioners shall not use their influence, authority, or spiritual/energetic position to manipulate clients or solicit personal gain.

- Practitioners are responsible for disclosing any potential conflicts of interest.

3. Client Confidentiality and Data Protection

- Practitioners are obligated to maintain **strict confidentiality** of all client information, both verbal and written.
- Information may only be shared with consent, unless legally required (e.g., imminent risk of harm, abuse, or court order).
- All client records, digital or physical, must be stored securely and used solely for professional purposes.
- Practitioners must comply with **POPIA** (Protection of Personal Information Act) and HWBSA data protection guidelines.

4. Client Welfare and Informed Consent

- Practitioners shall ensure that clients are fully informed about the nature of their services, fees, and boundaries prior to engagement.
- Clients must understand that HWBSA-registered practitioners provide **supportive, educational, and wellness-oriented interventions**, not medical or psychological treatment.
- Practitioners must refer clients to appropriate licensed professionals when the client's needs exceed the practitioner's competence or scope.
- Practitioners must prioritize the physical and psychological safety of clients at all times.

5. Professional Competence and Development

- Practitioners are required to maintain and improve their professional knowledge through **Continuous Professional Development (CPD)** as set by HWBSA.
- Practitioners must stay informed of new evidence, ethical updates, and developments within their scope of practice.
- Practitioners may only use techniques or tools for which they have received recognized training or certification.
- Practitioners must seek supervision, mentorship, or peer consultation when faced with ethical or complex client matters.

6. Professional Relationships and Collaboration

- Practitioners shall foster respect and cooperation among peers, colleagues, and other professionals.
- Collaboration with other health and wellness professionals should occur with mutual respect and within ethical boundaries.
- Practitioners must avoid disparaging comments or professional rivalry that harms the reputation of HWBSA or its members.

7. Advertising, Marketing, and Representation

- Practitioners must ensure that all public statements, advertisements, and marketing materials are **truthful, accurate, and not misleading**.
- No claims may be made regarding curing, diagnosing, or treating diseases, psychological disorders, or mental illnesses.
- Testimonials must reflect genuine experiences without exaggeration or falsification.
- The use of the HWBSA logo or registration number must comply with board branding and licensing guidelines.

8. Cultural, Spiritual, and Social Sensitivity

- Practitioners shall respect the cultural, religious, and personal beliefs of their clients and avoid imposing their own.
- Indigenous, spiritual, and traditional practices may be integrated **only when done respectfully and ethically** within the practitioner's training and scope.
- Discrimination based on race, gender, sexual orientation, disability, religion, or socioeconomic status is strictly prohibited.

9. Professional Accountability

- Practitioners are accountable for their actions, decisions, and public representation.
- Any violation of this Code or misconduct may lead to disciplinary action by HWBSA, including suspension or removal from the register.
- Practitioners are encouraged to self-report ethical breaches and cooperate fully with investigations.

10. Duty to Refer and Collaborate with Licensed Professionals

- Practitioners must **refer clients** to psychologists, psychiatrists, medical practitioners, or other specialists when a case involves issues beyond their expertise, such as mental illness, suicidal ideation, or medical conditions.
- HWBSA practitioners act as part of a **wellness support ecosystem**, not as replacements for clinical or diagnostic professionals.

11. Ethical Use of Technology and Social Media

- Practitioners must use technology responsibly, ensuring client privacy and professional boundaries.
- Online sessions must be conducted using secure platforms that respect confidentiality.
- Social media use must be professional; sharing client stories or identifiable details is strictly forbidden.
- Practitioners must not engage in public debates, gossip, or unverified claims that could harm the credibility of the wellness field.

12. Upholding the Spirit of Wellness and Humanity

- HWBSA Practitioners are ambassadors of compassionate, ethical wellness.
- They are expected to embody empathy, respect, and a commitment to the holistic well-being of others.
- Practitioners must practice what they teach, upholding balance, emotional maturity, and personal responsibility in both personal and professional spaces.