Ethics versus Professional Conduct (Deontology)

Ethics and professional conduct (deontology) are often associated with each other, but how do they differ?

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| **Ethics** | **Professional Conduct (Deontology)** |
| Inspiration, morality | Duty, obligation |
| Ethos in Greek means regular character, way of being, behavior, manners | Deo in Greek means to be obligated, of the law, of duties |
| Based on a company’s values | Based on citizens' rights, rules |
| Does not have the force of law | Misconduct can lead to penalties |
| Clarifies a debate | Answers questions |
| Ambiguous, open to questioning | Clear and inflexible |
| Organized into standards and guidelines (*Canadian Code of Ethics for Psychologists*)[Microsoft Word - CPA-Code 2000 Eng\_JP\_Jan2014.docx](https://cpa.ca/docs/File/Ethics/CPA_Code_2017_4thEd.pdf) | Organised into code of conduct (*Code of Conduct of CPNB*)[Code-of-Conduct-May-18-2022.pdf (cpnb.ca)](https://cpnb.ca/wp-content/uploads/2022/05/Code-of-Conduct-May-18-2022.pdf) |

From a visual point of view, we can imagine the relationship between the two like this:

Ethics

Professional Conduct

A refresher is always good!