

discipline



**EMPOWER THERAPY
ASSOCIATION**

**Empower Therapy Association Codes of Ethics
Terms & Conditions & Standards of Practice**

Empower Therapy Association Codes of Ethics Terms & Conditions & Standards of Practice

These Codes were adopted following consultation with the
Empower Therapy Association (ETA) Advisory Board.

PURPOSE

- a. To establish and maintain standards of ethics and practice relating to the conduct of Empower Practitioners, Therapists, Distributors, Demonstrators and or Associates (herein after known as **Empower Associated Practitioners EAP**) and their relationship with the public at large.
- b. **To inform and protect:**
 - Members of the public seeking and/or using the Empower System, and or other Empower Products/Services
 - Members of the Empower Research Project and users of all Empower Tools/Products/Services.
 - The Company “Zvikler Healing Research (UK) Ltd” referred herein as ZHRL

All EAP’s are required to agree to uphold this Code and agree to abide by the Disciplinary Procedures as a condition of using any Empower Products, Systems, Processes, and or Concepts with clients, and or members of the general public. This code also applies to anyone operating and or demonstrating an Empower Product and or service to a third party. ***This code is in the process of constant development and will be subject to change and or reviewed as necessary.***

ETHICAL PRINCIPLES

Integrity - Respect – Trust

All EAP’s must adhere to the following fundamental ethical principles.

- a. To work with integrity, impartiality and respect for all individuals. All professional relationships and interactions will be ethical and non-exploitative.
- b. The highest standards of practice must be observed.
- c. Confidentiality must be respected wherever appropriate.
- d. To work with the ETA to maintain the integrity of the Empower System, it’s creator Coby Zvikler and or any of its products or services.
- e. Never to change rename or use the Empower System, Products and or services to promote other therapies or practices without the express written permission of ZHRL and the ETA board.
- f. To always clearly notify any user prior to a demonstration where Empower Products services and or systems are being used. Where the EAP has a website they must clearly state that they use Empower Products and or services in their practice and in what context as well as have written permission.

- g. When promoting their business the EAP must adhere to strict protocols regarding the way information is presented on their websites and or social media platforms.
- h. No videos except for testimonial videos regarding the Empower Therapy/System and or Process may be presented online and or to the general public in any format without written permission of ZHRL. All testimonial videos must be presented in a way that doesn't misrepresent the Empower System and or make any unsubstantiated claims about any products or service. It is strictly forbidden to use testimonials from clients that have used the Empower Disc to promote and or mislead a client as to the effectiveness of a non-Empower Product and or service.

CODES OF PROFESSIONAL PRACTICE

This section applies the ethical principles to specific situations that may arise during the course of professional practice.

1. Insurance

All Empower Practitioners must be adequately insured to practice. The insurance policy must state provision for public liability, product liability and employee liability (if personnel are employed) and public indemnity, as well as provision for professional treatments. The EAP must provide a copy of their current insurance policy to the ETA on an annual basis and or as requested by ZHRL and or the ETA board. No EAP may sell an Empower Product and or service without adequate insurance and agree to indemnify the ETA and ZHRL should any breach of this agreement occur.

2. Clear Contracts

- a. Before treatment, EAP's must explain fully, either in writing or verbally, all the procedures involved in the treatment including such matters as client records, likely content and length of consultations, likely number of consultations, and fees, etc. It is not possible to guarantee the outcome of any course of treatment, therefore the terms on which it is offered, should be stated clearly before the first session of treatment, with subsequent revisions being agreed in advance of any change.
- b. EAP must never claim to 'cure'.
- c. If another therapy is used in conjunction with Empower, this must be made clear to the client from the outset.
- d. EAP must act with consideration concerning fees and justification for treatment. An EAP has the same obligation to the client whether being paid or working in a voluntary capacity.
- e. EAP's need to recognise the client's right to refuse treatment or disregard advice.
- f. EAP's must retain the right to refuse or postpone treating a client should the practitioner believe the treatment to be inappropriate. The EAP should make it clear to the client why they are refusing or postponing treatment, e.g.,
 - If the client is under the influence of alcohol or mind-altering substances.
 - If the client is intimidating or offensive, in a physical or sexual manner, or otherwise.
 - If the client behaves in any way which may lead the EAP to feel physically unsafe, disrespected, or abused.

- In the case of late attendance of the client, the EAP may exercise discretion in refusing treatment.
- g. A copy of the Codes of Professional Practice should be available to the client on request.
 - h. EPA must not use titles or descriptions to give the impression of medical, or other qualifications unless they possess them and must make it clear to their clients that they are not doctors and do not purport to have their knowledge or skills.
 - i. Certificates and other qualifications shall be displayed or be made available by the EAP.

3. Empowerment of the client

- a. EAP's should be empathic, supportive and positive, thus encouraging uplift in the client's mental outlook, and a belief in a progression towards good health practices. It is the client's prerogative to make their own choices with regard to their health, lifestyle and finances.
- b. EAP's must not countermand instructions or prescriptions given by a doctor. EAP's must not advise a particular course of medical treatment, such as to undergo an operation or to take specific drugs. It must be left to the client to make his/her own decision in the light of medical advice.
- c. EAP's should refrain from making judgements upon the choices made by clients, and the way in which clients choose to conduct their lives.

4. Client Assessment

- a. EAP's must never give a medical diagnosis to a client in any circumstances, this being the responsibility of a registered medical practitioner. The Empower System and or any associated products, devices or concepts, should not take the place of conventional medical treatment.
- b. The EAP's will make a base-line assessment during the first treatment and discuss appropriate aftercare.
- c. All clients must be asked what medical advice they have received. If appropriate they should be advised to consult their GP if they have not already done so. Since it is legal to refuse medical treatment, no client can be forced to consult a doctor. An EAP's may suggest that it would be advisable to seek an allopathic diagnosis but should not attach a medical name to the perceived condition.
- d. A client should be advised not to discontinue prescribed medication without consulting their doctor.
- e. All advice must be recorded for the EAP's protection.
- f. EAP's must never mix other therapies with the Empower System devices, concepts and or other processes.

5. Confidentiality

- a. EAP's their assistants and receptionists have an implicit duty to keep all information relating to attendance, records and views formed about clients, entirely confidential. No disclosure may be made to a third party, including any member of the client's own family, without the

client's consent unless it is required by due process of the law, whether that be Statute, Statutory instrument, order of any court of competent jurisdiction or however otherwise.

- b. EAP's must ensure that they comply with the Data Protection Act.
- c. EAP's who sell or otherwise transfer their interest in a practice must inform all their clients of the change and give the name of the EAP who has taken over. No information on a client shall be provided to the incoming EAP without the permission of the client.
- d. If the EAP believes that there is a risk of self-harm by an individual, the confidentiality guidelines are overridden.
- e. If an EAP believes an individual intends to harm or abuse a child, or learns of any terrorist activity then the confidentiality guidelines are overridden. The EPA is obliged by law to report this to the appropriate authorities.
- f. EAP's shall keep all training materials including literature and videos completely private and confidential and never disclose them to a third party.
- g. EAP's shall only provide their fully registered Empower clients with official members only website access and never provide training materials through any unofficial website.
- h. EAP's must register every client using Empower Devices, systems etc through the official Empower website members area only.
- i. EAP's are responsible for confirming that their clients accept and agree to the Empower Terms & Conditions prior to their client's use of any Empower Devices, systems or processes, also to provide a copy of the latest version of the Empower Terms & Conditions upon request of the client.

6. Client's Records

- a. EAP's must ensure they keep clear and comprehensive records of their treatments including dates and advice given. These records should be factual and avoid opinion. This is especially important for the defence of any negligence actions as well as for efficient and careful practice.
- b. Records are to be kept in safe custody for seven years from the time of the last consultation.
- c. EAP's should arrange for the correct disposal of case records in the event of their death.
- d. No confidential records should be kept online however all products and or services provided to the client should be properly registered.

7. Personal Relationships – Boundaries

- a. The relationship between the EAP and client should be of the highest professional standard. Due diligence of care, skill and integrity should be demonstrated at all times.
- b. EAP's must not exploit their clients financially, sexually, emotionally or in any other way. The EAP will not undertake any form of sexual activity with a client in their care or with a student in their tutelage or supervision. ZHRL requires that the EAP formally end the therapeutic or educational relationship before starting a sexual relationship.

- c. EAP's must not request the removal of clothing except for coat and footwear.
- d. EAP's shall be without judgement concerning race, colour, creed, gender or sexual orientation.

8. Practitioner Responsibilities

- a. EAP's shall recognise the value of self-treatment and also work with other EAP's, as part of their continuing self-development.
- b. EAP's have a responsibility to themselves to maintain their own effectiveness. They are expected to monitor their own personal functioning and to seek help and/or withdraw from giving treatments when their personal resources are sufficiently depleted to require this through personal or emotional difficulties, illness, disability, alcohol, any mind altering substances or for any other reason.
- c. EAP's must take all reasonable steps to monitor, develop and advance their professional competence, and to work within that capacity. Professional development may include in-service training, supervision, counselling, research and other consultative support.
- d. An EAP's shall be aware of their own professional limitations and refer a client elsewhere when the need demands.
- e. EAP's should never operate any Empower Technology, devices, give advice or see clients if they have a belief that doing so would not be in the best interest of their client.
- f. All EAP's must accept that a person's experience of the Empower System as well as their perception of the outcome is subjective. Within the terms & conditions of use for the Empower System and any related devices, it clearly states that the process is self-initiated and all reactions are the responsibility of the individual user. EAP's must accept that anecdotal evidence of a specific out-come cannot be presented as fact, only the opinion of the individual. They must not take credit or accept responsibility for a specific outcome and or perceived response.
- g. ZHRL shall not be expected to change any of its procedures or present hearsay information or opinion as fact. EAP's and or members have no right to make demands of ZHRL or its employees, however if an EAP and or Empower Member feel strongly that a specific change needs to be made to its procedures they must present unequivocal poof to support their assertions. After review ETA (ZHRL) and its advisory board shall make any appropriate changes as it sees fit!
- h. The EAP must never give lectures, seminars, talks, to members of the public beyond the scope of their certified qualification level in respect of Empower Products, concepts, services, systems, Coby Zvikler, the Higher Self and or any other process for which they are not fully qualified by the relevant authorities.
- i. ETA and or ZHRL have the right to terminate its association with any EAP for any breach of this agreement (Code of Practice) and the EAP shall indemnify the ETA and ZHRL including its associates and directors for any actions that breach this code of practice.
- j. Upon termination of an association with an EPA as described above the EAP agrees to continue to abide with the terms of this agreement in all respects for a period of 7 years and never to act in a way that would undermine the integrity of the ETA, ZHRL, their directors, Coby Zvikler and or their research and or the EAP's clients.

9. Responsibilities to Others

- a. EAP's shall seek a good relationship and work in a co-operative manner with other healthcare professionals, recognise and respect their particular contribution within the healthcare team, irrespective of whether they perform an allopathic or complementary base. EAP's will not undermine a client's faith in any other form of treatment and shall respect and support the client's choices.
- b. EAP's will encourage understanding of the Empower System/Therapy/Devices within other fields and modalities within the healthcare sector.
- c. EAP's shall at all times conduct themselves with due diligence in their relations with all people whilst conducting their professional practice.
- d. EAP's must never wear or use Empower Devices will conducting other therapies without written permission.
- e. EAP's must not attend women in childbirth or treat them for 10 days thereafter unless they hold an appropriate qualification in midwifery or unless the client, in consultation with a practising midwife or a Registered Medical Practitioner requests their services.

10. Soliciting of Clients

- a. Empower Practitioners shall not encourage clients away from other professional colleagues.

11. Empower System/Devices in Hospitals

- a. The hospital is responsible for the patient.
- b. EAP's may only treat patients in hospitals with permission from the patient and the hospital authority including the ward charge nurse.
- c. EAP's shall not wear clothing, which gives the impression that they are a staff member of the hospital. They may have some form of identification such as a lapel badge.
- d. Where permission is given to provide treatment on the ward, this must be carried out without fuss or interruption to other patients and staff.
- e. If other patients request treatment, the permission of the ward charge nurse, nursing officer (and if relevant, the patient's doctor) must first be obtained. EAP's must never undermine the patient's faith in hospital treatment or regime.
- f. Where credentials are requested, EAP's must provide their current membership card or other proof of membership and permission to visit.

These are the guidelines set down by the British Complementary Medicine Association.

12. Premises

- a. All EAP's shall ensure that their working conditions are suitable for the practice of their therapy.

13. Empower Therapy Code of Disciplinary Procedures

- a. The primary concern of the ETA and ZHRL shall be to protect the public and to uphold the reputation of the organisation and its members.
- b. Should an EAP breach any aspect of this Code Of Practice and upon receipt of a request from ZHRL and or the ETA the EAP must immediately STOP all activity associated with Empower Products or services. The EAP must upon receipt of such a request return any and all materials associated with Empower Products and or services including all devices etc. All such material including any devices as well as those for personal use shall be forfeit and no refund or compensation of any kind shall be paid to the EAP.
- c. To protect the company from misrepresentation, the EAP shall never produce, promote, sell, and or create any similar products and or services and or use copyrighted material of any kind without written permission of the company and should the EAP breach this aspect of the agreement the EAP agrees to immediately pay the company £1000000.00 plus any legal costs in compensation.

14. Advertising/Public Statements

- a. Advertising must be discreet and dignified in tone. It shall not contain unsubstantiated claims, or claim a cure for any disease. It shall be confined to drawing attention to the therapy available, the qualifications of the EAP's and offering general and approved information regarding the treatment process.
- b. No aspect of the Empower Process may be promoted or demonstrated on any website or within any literature, video and or in any other format without written permission from ZHRL
- c. The Empower Logos can only be used to advertise events that are being officially organised on behalf of the ETA.
- d. EAP's must never present themselves, in any format and make claims about a client or an outcome without the client being present. Testimonial videos must be of the client describing their experiences and not of the EAP.

15. Membership fees/Product Purchases

- a. EAP's that attend our Course and fully adhere to the above, are entitled purchase products and or memberships at a discounted rate and sell them on to clients. All such purchases are subject to a 30-day money back guarantee. No product/s and or membership/s can be returned to ZHRL for a refund after the 30-day money back period.
- b. EAP's who sell products and or memberships on to clients must give their client a personal 30-day money back guarantee. ZHRL will not make refunds to members of the public who purchase products from an EAP.

16. Disputes/Confidentiality

- a. Should a dispute occur between a member of the public, EAP's and or ZHRL, all claims and or accusations should be put in writing and submitted to ZHRL for review. All claims/accusations must be supported by actual physical proof - hearsay and or anecdotal evidence will not be accepted. When dealing with medical issues a medical expert in that specific field must support all medical evidence in writing.

- b. If a dispute occurs and is submitted in writing to ETA or ZHRL then ZHRL and or ETA has the right to review any and all correspondence between the parties including: initial consultation forms, letters, emails, audio video evidence etc. ZHRL and or the ETA has the right to pass this information on to its Advisory Board as well as any third party in order to investigate a claim. If in the opinion of ZHRL a claim is deemed to be dubious or fraudulent it has the right to use this information and present it as evidence in any proceedings it wishes to pursue. All parties must supply any requested documentation to ZHRL and or the ETA as described above within 14 days.

THE EMPOWER SYSTEM AND LEGISLATION

In the UK the following are noted;

- a. A parent or guardian who wilfully fails to provide adequate medical aid for a child under the age of 16 may be committing a criminal offence. Empower System and or related device is not defined as a medical aid by law so anyone who treats a child whose parents refuse medical aid could be seen to be aiding and abetting that offence. When treating a child it is advisable to secure the signature of the parent or guardian to the following statement. "I have been warned by (ZHRL, Practitioner's name) that according to Law I must consult a doctor concerning the health of my child (child's name)." This statement should be signed and dated by both parent/guardian and a witness and kept with the client records.
- b. It is illegal to practice dentistry if unqualified.
- c. It is advisable to not knowingly give the Empower System to people who are suffering from syphilis, gonorrhoea or soft chancre. Under the Venereal Disease Act 1917, it is illegal to treat the above mentioned for reward, whether direct or indirect. Any service must be provided entirely free.
- d. It is an offence to offer treatment or prescribe a remedy or advice for cancer.
- e. Any advertising should comply with the British Code of Advertising Practice and meet the requirements of the Advertising Standards Agency. Adverts should be dignified and should not claim a cure or mention any disease.
- f. Except in cases of urgency or sudden necessity it is illegal for anyone other than a certified midwife to attend a woman in childbirth without medical supervision or for anyone other than a registered nurse to attend for reward as a nurse on a woman in childbirth or during a period of 10 days thereafter.
- g. EAP's should not prescribe or sell remedies, herbs, supplements, oils, etc., unless they have undergone appropriate training and have qualifications, which entitle them to do so.
- h. Before treating animals it is advisable to seek assurance from the owner that a vet has examined the animal. The Veterinary Surgery Act of 1966 prohibits anyone other than a qualified veterinary surgeon from treating animals, including diagnosis of ailments and giving of advice on such diagnosis. However the healing of animals by contact healing, by the laying on of hands or distant healing is legal. However the Protection of Animals Act 1911 requires that if an animal clearly needs treatment from a veterinary surgeon the owner must obtain this. To give emergency First Aid to animals for the purpose of saving life or relieving pain is permissible under the Veterinary Surgeons Act 1966 Schedule 3.
- i. It is required that cases of certain infectious diseases are notified to the Medical Officer of Health in the district where the client is resident. The notification must be made by a GP, so if an EAP's suspects that the client is suffering from a notifiable disease they should insist that the client should see a doctor.

NOTIFIABLE DISEASES

Under the Public Health (Control of Diseases) Act 1984. Cholera, Plague, Relapsing Fever, Smallpox, Typhus, Food Poisoning.

Under the Public health (Infectious diseases) Regulations 1988. Acute Encephalitis, Acute Poliomyelitis, Anthrax, Diphtheria, Dysentery (Amoebic or Bacillary), Leprosy, Leptospirosis, Malaria, Measles, Meningitis, Meningococcal Septicaemia (without Meningitis) Mumps, Ophthalmia Neonatorum, Paratyphoid Fever, Rabies, Rubella, Scarlet Fever, Tetanus, Tuberculosis, Typhoid Fever, Viral Haemorrhagic Fever, Viral Hepatitis, Whooping Cough, Yellow Fever.

EAP's must investigate and co-operate with local by-laws and all relevant Health and Safety legislation, Ignorance of the law is no defence.

1. Prohibited Appellation

In order to enable the public to distinguish between those who are professionally qualified and those who are not, the law makes it a criminal offence for anyone who does not hold the relevant qualification to use any of the titles specified hereunder or to use any other title or description which suggests or implies that he or she is on the statutory register of the persons who hold those qualifications. The titles are Chemist, Chiropodist, Dental Practitioner, Dental Surgeon, Dentist, Dietician, Doctor, Druggist, General Practitioner, Medical Laboratory Technician, Midwife, Nurse, Occupational Therapist, Optician, Orthodontist, Pharmacist, Physiotherapist, Radiographer, Remedial Gymnast, Surgeon, Veterinary Practitioner, and Veterinary Surgeon. It need hardly be said that an ETA Practitioner must scrupulously avoid the foregoing titles unless of course he is additionally qualified in any of the fields concerned when he is entitled to use the appropriate description.

2. Fraudulent Mediumship

The law provides that anyone who:

- a. With intent to deceive, purports to act as a spiritualistic medium or to exercise any power of telepathy, clairvoyance or other similar powers or, is purporting to act as a spiritualistic medium, or to exercise the powers mentioned in (a) above, uses any fraudulent device, is guilty of an offence.

3. Premises

- a. When carrying on a trade, business or profession from any premises an individual must ensure that their working conditions and facilities to which members of the public have access are suitable and comply with all legislation. In the case of EAP's using their own homes as base for their practice, in addition to complying with national legislation for any therapy they practice, they should check on any local authority by-laws covering their practice as these vary considerably through the country.
- b. If staff are employed on the premises EAP's must pay equal attention in this area.

- c. Empower Practitioners working from home should give special attention to insurance, the terms of their lease or other title deeds any local government regulations limiting such practice or under which he may be liable to pay business rates.

4. Advertising

- a. The law makes it an offence to take part in the publication of any advertisement referring to any article or any description in terms which are calculated to lead to the use of that article for the purpose of treating human beings for any of the following diseases: Bright's Disease, Glaucoma, Cataract, Locomotor Ataxy, Diabetes, Paralysis, Epilepsy or fits, Tuberculosis.
 - b. It is also an offence to publish any advertisement which:
 - Offers to treat or prescribe a remedy or advice for cancer, or
 - Refers to any article calculated to lead to its use in the treatment of cancer.
 - c. At all times advertising should comply with standards laid down by the British Code of Advertising Practice and meet the requirements of the Advertising Standards Authority.

5. Guidelines for dealing with Clients expressing suicidal feelings.

The legal position

It is not against the law for an individual to commit suicide or to attempt to commit suicide (Suicide Act 1961) However, the law states that anyone either a professional or lay person can be charged with the offence of aiding and abetting a suicide in the following circumstances:

- If they actively assist a suicide.
- If they are aware of someone's decision to attempt suicide and do not inform an appropriate professional, e.g. the general practitioner, hospital psychiatrist or approved social worker.

ZHRL & ETA Position

Legal obligation

Each individual has his or her own beliefs about the acceptability of suicide as a choice in someone's life. However, in our role an Empower Practitioner, we are bound by law. This means that practitioners should never help a client to end their life or fail to take appropriate action to prevent a suicidal act.

Confidentiality

A threat of suicide constitutes an exceptional circumstance where confidentiality has to be reviewed. It is always better to get the client's consent to break confidentiality and to keep the information disclosed to the minimum. If however you cannot secure your client's consent you are still under legal obligation to seek other help and this should be explained to the client. It is vital you make clear to the client that the minimum of information will be disclosed to other relevant professionals. For example, it is not always essential to reveal their medical status or the circumstances, which may make the client, feel such despair. It is usually sufficient to state you are concerned for their safety because you believe they are at risk of committing suicide.

We would like to express our gratitude and say a big 'Thank-you' to the ETA Advisory Board for their constructive comments and to all the members of the Empower Research Project and users of Empower Devices for their support in the development of the Empower System. **(Please note that use of any products or services as described above constitutes agreement of the above terms whether the form below is signed or not).**

As an EAP I hereby agree to abide by the above Code Of Practice

Date: _____

Name: _____

Address:

Telephone: _____

Email: _____

Website: _____

Insurance Details:

(Please send photocopy of Insurance doc's)

Policy Number: _____

Company Name: _____

Address:

Signed By EAP:

EMPOWER THERAPY ASSOCIATION T/A
Zvikler Healing Research (UK) Ltd
11 Morley Street, Whitefield,
Manchester, M45 6GF