



## **Certified Pricing Professional**

### **CODE OF ETHICS**

1. Professional Integrity & Honesty:
  - a. CPPs should act with honesty and transparency in all pricing-related matters.
  - b. CPPs should avoid misrepresentation of product value, pricing strategies, or competitive information.
  - c. CPPs should disclose any conflicts of interest that may impact pricing decisions.
2. Fairness & Equity:
  - a. CPPs should treat all stakeholders fairly, including customers, suppliers, and colleagues.
  - b. CPPs should avoid discriminatory pricing practices based on race, gender, or any other protected characteristics.
  - c. CPPs should strive for equitable pricing that balances profitability and customer value.
3. Confidentiality:
  - a. CPPs should safeguard sensitive pricing information and trade secrets.
  - b. CPPs should not share proprietary pricing data without proper authorization.
4. Compliance with Laws & Regulations:
  - a. CPPs should adhere to local, national and international pricing laws.
  - b. CPPs should stay informed about regulatory changes that impact pricing practices.
5. Professional Competence:
  - a. CPPs should continuously enhance pricing knowledge and skills with at least two additional continuing education credits within any given two-year period.
  - b. CPPs should stay updated on industry trends and best practices.
  - c. CPPs should apply sound pricing methodologies based on evidence and analysis.
6. Avoid Price Fixing & Collusion:
  - a. CPPs should never engage in anti-competitive behavior such as price-fixing or collusion.
  - b. CPPs should always promote healthy competition within the market.
7. Transparency in Communication:
  - a. CPPs should clearly communicate pricing decisions to internal and external stakeholders.
  - b. CPPs should provide rationale for pricing changes when necessary.
8. Ethical Pricing Strategies:
  - a. CPPs should avoid predatory pricing that harms competitors or undermines market stability.
  - b. CPPs should balance short-term gains with long-term sustainability.
9. Social Responsibility:
  - a. CPPs should consider the broader impact of pricing decisions on society, environment, and communities.
  - b. CPPs should strive for socially responsible pricing practices.
10. Professional Development & Mentorship
  - a. CPPs should support fellow pricing professionals in their growth and development.
  - b. CPPs should share knowledge and mentor aspiring pricing practitioners.