



PRCA Ireland Code of Practice 2026

As a member of the Public Relations Consultants Association Ireland (PRCA), we confirm our commitment to uphold the highest standards of ethical, professional, and legal compliance, adhering to internationally recognised principles.

We strongly encourage all member firms to complete the PRCA CMS (PR Quality Mark), which demonstrates adherence to internationally recognised best practice in management and operations. The CMS audit and award of the PR Quality Mark are conducted by independent auditors on a three-year cycle. We also confirm that we are aware of, and will adhere to, the PRCA Complaints Procedure.

The PRCA is a member of the International Communications Consultancies Organisation (ICCO), and as part of this global network, all PRCA members commit to adhering to the principles as set out in the following Charters in their professional practice (annexe 1 provides full texts).

[Stockholm Charter](#)

[Helsinki Declaration.](#)

[Warsaw Principles](#)

[Misinformation Pledge](#)

[Sustainability Charter](#)

We confirm that we will:

- Conduct all professional activities with honesty, integrity, and transparency at all times
- Comply fully with all applicable Irish and EU legislation and regulatory requirements, including but not limited to the Regulation of Lobbying Act 2015, employment law, the General Data Protection Regulation (GDPR), the EU Artificial Intelligence Act and relevant sustainability and environmental regulations
- Maintain robust governance structures, sound financial management systems, full tax compliance, and appropriate internal controls proportionate to the scale and nature of our operations
- Uphold the highest standards of responsible, accurate, and ethical communication in all professional engagements

We understand that adherence to these standards is a condition of PRCA membership.

I/ confirm that I have read and agree to the above declaration

Company _____

Signature: _____ Print Name: _____



ANNEXE 1 ICCO Charter Commitments

The PRCA is a member of the International Communications Consultancies Organisation (ICCO). As part of this global network, all PRCA members commit to adhering to the principles set out in the following Charters in their professional practice.

The ICCO Stockholm Charter

Public Relations consultancies are professional service firms who help clients influence opinions, attitudes and behaviour. Along with this influence comes responsibility to clients, staff, our profession and society at large.

Objective Counsel and Advocacy

Public relations consultancies may not have interests that might compromise their role as an independent consultant. They should approach their clients with objectivity, in order to help the client adopt the optimum communications strategy and behaviour.

Society

An open society, freedom of speech and a free press create the context for the profession of public relations. Consultants operate within the scope of this open society, comply with its rules, and work with clients that share the same approach.

Confidentiality

Trust is at the heart of the relationship between a client and a public relations consultancy. Information that has been provided in confidence by a client and that is not publicly known should not be shared with other parties without the consent of the client.

Integrity of Information

Public relations consultancies should not knowingly mislead an audience about factual information, or about the interests a client represents. Consultancies must make their best efforts to strive for accuracy.

Delivering Promises

Consultancies must work with clients to establish clear expectations in advance about the output of their efforts. They must define specific goals for communications actions and then work to deliver on their promises. Consultancies must not offer guarantees which are not supportable, or which compromise the integrity of the channels of communication.

Conflicts

Consultancies may represent clients with conflicting interests. Work may not commence for a new and conflicting interest without the current client first being offered the opportunity to exercise the rights under any contract between the client and consultancy.



Representation

Consultancies may refuse or accept an assignment based on the personal opinions of the firm's management or the organisation's focus.

Governance and Business Practices

Public relations consultancies are committed to ethical behaviour and implementation of best business practices in dealing with all audiences.

More information [here](#).

ICCO Helsinki Declaration

- To work ethically and in accordance with applicable laws;
- To observe the highest professional standards in the practice of public relations and communications;
- To respect the truth, dealing honestly and transparently with employees, colleagues, clients, the media, government and the public;
- To protect the privacy rights of clients, organisations, and individuals by safeguarding confidential information;
- To be mindful of their duty to uphold the reputation of the industry;
- To be forthcoming about sponsors of causes and interests and never engage in misleading practices;
- To be aware of the power of social media, and use it responsibly;
- To never engage in the creation of or knowingly circulate fake news;
- To adhere to their Association's Code of Conduct, be mindful of the Codes of Conduct of other countries, and show professional respect at all times;
- To take care that their professional duties are conducted without causing offence on the grounds of gender, ethnicity, origin, religion, disability or any other form of discrimination

More information [here](#).

ICCO Warsaw Principles

The Warsaw principles for ethical use of AI in public relations and communications underscore the critical importance of:

- **Transparency, disclosure, and authenticity:** Mandating clear disclosure when generative AI is employed, especially when crafting reality-like content.
- **Accuracy, fact-checking, and combatting disinformation:** Highlighting the need for rigorous fact-checking, given AI's potential for disseminating misinformation and producing disinformation.



- **Privacy, data protection, and responsible sharing:** Prioritising data protection, compliance, and responsible content dissemination.
- **Bias detection, mitigation, and inclusivity:** Advocating for the detection and correction of biases in AI-driven content and the promotion of inclusivity.
- **Intellectual property, copyright compliance, and media literacy:** Stressing the respect for intellectual property and copyright laws.
- **Human oversight, intervention, and collaboration:** Reinforcing the necessity of human oversight in AI-powered processes.
- **Contextual understanding, adaptation, and personalisation:** Encouraging tailored content approaches for different audiences and channels.
- **Responsible automation and efficiency:** Championing AI for efficiency without compromising on ethical standards.
- **Continuous monitoring, evaluation, and feedback:** Advancing continuous assessment and stakeholder engagement for optimal AI use.
- **Ethical professional development, education, and AI advocacy:** Promoting continuous learning, ethical AI advocacy, and best practice sharing.

More information [here](#).

ICCO Media Information and Education Pledge

The following pledge has been designed by representing bodies spanning PR & communications, broadcast media, journalism, institutions, and online media to acknowledge a shared responsibility in tackling misinformation, commit to shared solutions and prevention methods, as well as share the task of educating our own companies and employees, in addition to the wider public.

The Pledge

We, as media stakeholders and actors, recognise the threat of misinformation in all its forms and accept responsibility as journalists, public relations agencies, trusted communications advisors, advertising agencies, digital media agencies, fact-checkers, publishers, broadcasters, technology platforms, policymakers, and international institutions to:

1. Uphold the values of free speech and democratic debate.
2. Promote the importance of trusted, reliable sources of information and explain their collective value to employees, other media stakeholders and the public.
3. Educate employees to differentiate trustworthy information from dis/misinformation and introduce protocols to institutionalize this process.
4. Use large language learning models and other generative AI tools responsibly, recognizing both their potential value and the risk of undermining access to trustworthy information.
5. Identify and take steps to eradicate both disinformation (intentional) and misinformation (unintentional).



6. Pro-actively educate other media stakeholders offering guidance, tools and training to assist in identifying trustworthy information and removing misinformation online.
7. Take collective responsibility in educating the public and assisting in the identification, alerting, and removing of misinformation.
8. Share responsibility, resources, training and best practice across organisations, sectors and borders, developing concrete actions that can be applied by stakeholders internationally.
9. Call out media suppression, especially when it occurs under the guise of protecting against misinformation.
10. Educate and inform employees and stakeholders on the technology used in information threat by unreliable and unaccountable actors.

More information [here](#).



ICCO Sustainability Charter and the Climate Code

This Sustainability Charter and the Climate Code serves as a guideline for the members of industry organisations within the communications sector, to use as a framework for delivering the most ethical, professional, clear, constructive communication work on sustainability and climate issues. More information [here](#).