

1 Accuracy

- i) Newspapers and periodicals must take care not to publish inaccurate, misleading or distorted material including pictures.
- ii) Whenever it is recognised that a significant inaccuracy, misleading statement or distorted report has been published, it must be corrected promptly and with due prominence.
- iii) An apology must be published whenever appropriate.
- iv) Newspapers, whilst free to be partisan, must distinguish clearly between comment, conjecture and fact.
- v) A newspaper or periodical must report fairly and accurately the outcome of an action for defamation to which it has been a party.

2 Opportunity to reply

A fair opportunity to reply to inaccuracies must be given to individuals or organisations when reasonably called for.

*** 3 Privacy**

- i) Everyone is entitled to respect for his or her private and family life, home, health and correspondence. A publication will be expected to justify intrusions into any individual's private life without consent.
- ii) The use of long lens photography to take pictures of people in private places without their consent is unacceptable.

Note - Private places are public or private property where there is a reasonable expectation of privacy.

*** 4 Harassment**

- i) Journalists and photographers must neither obtain nor seek to obtain information

or pictures through intimidation, harassment or persistent pursuit.

- ii) They must not photograph individuals in private places (as defined in the note to Clause 3) without their consent; must not persist in telephoning, questioning, pursuing or photographing individuals after having been asked to desist; must not remain on their property after having been asked to leave and must not follow them.
- iii) Editors must ensure that those working for them comply with these requirements and must not publish material from other sources which does not meet these requirements.

5 Intrusion into grief or shock

In cases involving grief or shock, enquiries must be carried out and approaches made with sympathy and discretion. Publication must be handled sensitively at such times, but this should not be interpreted as restricting the right to report judicial proceedings.

*** 6 Children**

- i) Young people should be free to complete their time at school without unnecessary intrusion.
- ii) Journalists must not interview or photograph children under the age of 16 on subjects involving the welfare of the child or of any other child, in the absence of or without the consent of a parent or other adult who is responsible for the children.
- iii) Pupils must not be approached or photographed while at school without the permission of the school authorities.
- iv) There must be no payment to minors for material involving the welfare of children

The Press Complaints Commission is charged with enforcing the following Code of Practice which was framed by the newspaper and periodical industry and ratified by the Press Complaints Commission, 26th November 1997.

All members of the press have a duty to maintain the highest professional and ethical standards. This Code sets the benchmarks for those standards. It both protects the rights of the individual and upholds the public's right to know.

The Code is the cornerstone of the system of self-regulation to which the industry has made a binding commitment. Editors and publishers must ensure that the Code is observed rigorously not only by their staff but also by anyone who contributes to their publications.

It is essential to the workings of an agreed code that it be honoured not only to the letter but in the full spirit. The Code should not be interpreted so narrowly as to compromise its commitment to respect the rights of the individual, nor so broadly that it prevents publication in the public interest.

It is the responsibility of editors to co-operate with the PCC as swiftly as possible in the resolution of complaints.

Any publication which is criticised by the PCC under one of the following clauses must print the adjudication which follows in full and with due prominence.