



Verband der
Freien Lektorinnen
und Lektoren e. V.

Code of Conduct for Editors in the *Verband der Freien Lektorinnen und Lektoren* (VFLL, Association of Freelance Editors)

Guidelines for freelance editing

Preamble:

Freelance editors lend their creative skills and their aptitude in perfecting the work of the authors they support to the conception, development, and further refinement of media content, particularly texts. They pursue their activities in a global media market characterized by rapid technological change, high volatility, and abbreviated production cycles. In this environment, they assure the quality of content and of its presentation. As liberal professionals, freelancers provide personal services under their own recognizance in a professionally independent capacity – an arrangement that is premised on a relationship of trust with the respective client.

What freelance editors bring to the task, first and foremost, is their personal knowledge and professional experience. As a consequence, they will maintain and grow their productivity not by simply expanding their business at will; it is their competent and professional conduct that is key. By their carefully considered and conscientious work ethic, freelance editors are in a position to treat colleagues and clients fairly and loyally, to use language in a socially responsible way, and to assure the quality of work results. Standards of professional ethics such as the ones defined in the following Code of Conduct are a useful tool supporting this process. Thus, in order to safeguard the reputation of our profession, the members of the VFLL pledge their compliance with the following principles:

1. Freelance editors belonging to the VFLL will at all times remain cognizant of their social and cultural responsibility when it comes to their use of language and textual content. They will fulfill this responsibility by their proper conduct, their diligence and care, and the excellent work they deliver.
2. They will not work on, or otherwise lend support to, publications the content of which is offensive to human dignity.
3. They will maintain and improve the quality of their services by continually pursuing ongoing education and professional training because they know that solid technical skills, profound expertise, and the reflection of experience gained in dealing with people and institutions are indispensable qualifications for freelancers active in the cultural and media industries.
4. Freelance editors belonging to the VFLL will always take a fair, respectful, and cooperative approach in their business dealings. The ability to communicate effectively and to deal positively with criticism is essential, whether working on texts or engaged in personal dialogue.
5. They will not disclose confidential information to third parties and will scrupulously protect the business secrets of their customers.

6. Freelance editors belonging to the VFLL will respect copyrights and will notify their clients of any copyright infringements they might discover while working on a project.
7. Unless otherwise agreed, they will perform each editing assignment personally, since theirs is a service intimately connected with their own individual knowledge, competence, and creative flair.
8. Freelance editors belonging to the VFLL will endeavor to become familiar with a given project before agreeing binding terms with the client as to the project's nature, scope, remuneration, and delivery deadlines. They will promptly notify the client of any unforeseen circumstances should they arise over the course of the project.
9. Freelance editors belonging to the VFLL will adhere to the rules of fair competition. They will not make any incorrect or misleading representations in their advertising or vis-à-vis their clients, and specifically will refrain from promising a 100% accuracy rate in terms of textual errors.

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