

# Ethics and precision

Communication is a profession that requires precision and a clear sense of ethics.

Whether intentional or not, the fact is that "code of ethics" is not always the first phrase that one associates with the term communication. It's almost as if the words were too closely linked to "manipulation".

Any discussion about ethics must be undertaken within the context of mutual trust between the Agency and its clients. Ever since it was founded, Noir sur Blanc has made it a point of honour to respect the confidentiality of its clients. After 15 years, the fact that we continue to enjoy the trust of our clients is in itself proof of our success.

Ethics can be applied on all levels: the Agency respects a rigorous code of ethics in regard to its clients in terms of confidentiality, methods employed, etc. We also will never take part in any activity that might result in "overselling" to the media.

This is a somewhat risky, long-term gamble, but it's the price to be paid for keeping a healthy equilibrium between the Agency, its clients and the press.

Noir sur Blanc has just one goal: to communicate fairly.

**1996:** *The Agency expands to handle international activities, a strategic choice which has dictated its activities and work methods ever since.*