

## **DSF Seal of Professional Excellence® (SPE) Definitions & Procedures**

### **Description:**

The Digital Signage Federation (DSF) sets the standard for professional excellence in the digital signage industry not only by establishing a set of professional standards to which its member organizations adhere, but also by giving those who adhere to those standards an easily recognizable and distinctive designation.

To do this, the DSF has established the *DSF Seal of Professional Excellence (SPE)*. Member organizations and end-user companies who support the DSF Professional Standards will be given permission to use the DSF *SPE*, a graphic symbol, which will become synonymous with excellence in professional conduct and integrity in the digital signage industry.

### **Qualification:**

All members in good standing of the DSF will qualify to use of the DSF Seal of Professional Excellence when they do each of the following:

1. Complete and submit the DSF application for use confirming that their organization attests to abide by both the DSF Standards & Professional Code of Conduct, and the DSF Professional Seal Use Policies,
2. Abide by the Digital Signage Federation Standards and Professional Code of Conduct, and
3. Abide by DSF Professional Seal use policies.

NOTE: For the purpose of elevating the value of the SPE and gaining greater public visibility for the seal's use, end-user companies only, (as defined by the DSF membership criteria), whether DSF members or not, who wish to publically support DSF's professional industry standards, may also apply to display the DSF Professional Seal. All other applicants must be DSF members. DSF Member organizations that apply and are approved to use the DSF SPE will receive the "member" version of the seal. Non-member end-user companies will receive the "supporter" image.

### **Application Process:**

Completing the application process allows companies who pledge to support the DSF Professional Standards to use the SPE designation. The Application requires the following information to be completed:

- Contact information identifying the designated Company Representative and attesting to the proper use of the seal.
- Intended use of the Professional Seal- (max 50-words description).
- Acknowledgement of and promise to abide by the DSF Professional Code of Conduct.
- Acknowledgement of and intention to incorporate the DSF Professional Standards in business practices.
- Acknowledgement and acceptance of the Professional Seal use policy

The DSF staff will have review the application and request additional information if necessary.

### **Image file:**

Upon completion and approval of the application the Company Representative will be sent the logo and a copy of the use policy they have agreed to.

## DSF Seal of Professional Excellence® Use Application

### Company Representative

Full Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ DSF Member (Y / N)

Phone \_\_\_\_\_ Email \_\_\_\_\_

Representative Address \_\_\_\_\_

Company Website \_\_\_\_\_

**Intended Use-** Please describe how your company intends to use the DSF Professional Seal (i.e., website posting, organization's materials, RFP procedures)

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**DSF Professional Code of Conduct Acknowledgement:** The Code of Conduct is a separate document that has been included below. It is also available on the DSF Website at [www.digitalsignagefederation.org](http://www.digitalsignagefederation.org)

I have read and attest that my company, \_\_\_\_\_, will abide by the DSF Professional Code of Conduct.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

**DSF Standards Acknowledgement:** The DSF Standards are a set of adopted documented standards that are published by the DSF. These are updated when new standards are adopted by the DSF Board and are available on the DSF Website at [www.digitalsignagefederation.org](http://www.digitalsignagefederation.org)

I have read and attest that my company, \_\_\_\_\_, will adopt the DSF Standards.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

## DSF Seal of Professional Excellence® Use Policy

Organizations that qualify to use the DSF *Seal of Professional Excellence* may use the SPE upon approval from the DSF Executive Director and receipt of this executed agreement.

*NOTE: DSF restricts the use of the DSF SPE as stated in the following policy:*

The Digital Signage Federation's logo is a trademark and the property of DSF. However, DSF grants a license to use the DSF logo to organizations that apply and qualify to use the *Seal of Professional Excellence*, when approved by the DSF Executive Director. Otherwise, only DSF members in good standing may use the DSF logos.

DSF Member companies in good standing are authorized to use the DSF logo for the purpose of identifying their membership status and confirming that they have agreed to abide by the DSF Standards and Professional Code of Conduct. These logos may not be used in any manner to imply that a company is in any way an agent of DSF or that DSF in any way warrants, approves, or endorses any product or service provided by the members of the DSF.

The DSF *Seal of Professional Excellence* can and should be used on official presentations, websites, articles, business cards, packaging, letterhead, promotional materials, and business proposals. Any other use of the DSF *Seal of Professional Excellence* not specifically enumerated must be approved by DSF.

The DSF *Seal of Professional Excellence* should be used only in its native color format as provided by DSF staff to the company and not altered in any way.

The right to use the DSF *Seal of Professional Excellence* shall terminate and be revoked upon the company's failure to remain in good standing, in the event of misuse by the company as determined by DSF, breach of the DSF Professional Standards, or any other breach of this Policy for Use. Upon such termination and/or revocation, the Company will eliminate the use of the logos from all materials, products, and services, regardless of whether such materials, products, and services are preprinted or pre-existing at that time.

Legal action may be taken against anyone who uses the DSF in violation of the above policy.

**I have read the Policy for Use of the DSF Professional Seal and agree that our company will abide by the policy.**

_____	_____
NAME	DATE
_____	
SIGNATURE	

**Please MAIL, EMAIL OR FAX this entire form to:**

DSF  
PO Box 3363  
Warrenton VA 20186 USA

FAX: +1 202 962-3939  
EMAIL: [bgorg@digitalsignagefederation.org](mailto:bgorg@digitalsignagefederation.org)

## **DIGITAL SIGNAGE FEDERATION CODE OF PROFESSIONAL CONDUCT**

*Approved October 1, 2011*

The Digital Signage Federation (DSF) prides itself in being identified as composed of individuals and companies that are committed to delivering dependable, high quality products and services to clients. The DSF Code of Professional Conduct is designed to address the obligations of the digital signage industry in four key areas:

### **Obligations of Service to the Client**

### **Obligations to the Public**

### **Obligations to the Government**

### **Obligations to DSF**

Each area begins with an Ethical Principle that sets forth the goals and ideals of the profession. The Ethical Principle is followed by the applicable sections of the Code of Professional Conduct which lists specific types of conduct that is either required or prohibited.

Ethical Principles are goals that every professional and organization should strive to achieve. They serve as the justification for the specific requirement of the Code of Professional Conduct. Unlike the Ethical Principles, the Code of Professional Conduct is binding upon organizations that display the DSF *Seal of Professional Excellence* (SPE) and violations may subject the member to disciplinary action in accordance with the DSF Code of Conduct Enforcement Procedures.

It is the duty of every company that qualifies to use the *Seal of Professional Excellence* and/or individual member to know and strictly adhere to the requirements of the Code of Professional Conduct. For the protection of the clients we serve, the profession we dedicate ourselves to, the communities in which we live, and the Association that represents us, the DSF Quality Professional Organizations agree to abide by the Digital Signage Federation Code of Professional Conduct.

## **I. OBLIGATIONS OF SERVICE TO THE CLIENT**

*Ethical Principle: Members have an ethical obligation to serve each client in a professional manner, being respectful of their wishes and confidences, and being honest and fair in all dealings with them.*

### **CODE OF PROFESSIONAL CONDUCT**

Organizations that display the DSF SPE shall:

1. Provide services to clients without regard to religion, race, color, national origin, sex, sexual orientation or disability.
2. Protect confidential information pertaining to the client and abide by all privacy standards adopted by the DSF.
3. Carry out all aspects of services in a competent and respectful manner.
4. Properly account for and remit any monies, documents, or personal property that belongs to other that comes into the member's possession.
5. Not engage in any unprofessional conduct of a character likely to deceive, defraud or harm the client they serve in the course of providing professional services.

## **II. OBLIGATIONS TO THE PUBLIC**

*Ethical Principle: Organizations that display the DSF SPE have an ethical obligation to the public to offer their services or products and to operate their businesses in accordance with the highest principles of honesty, fair dealing and professionalism.*

#### CODE OF PROFESSIONAL CONDUCT

Organizations that display the DSF SPE shall:

1. Not engage in any unprofessional conduct, which is likely to defraud or deceive the public.
2. Not engage in false or misleading advertising.
3. Discourage their employees from using alcohol or drugs which impact their ability to carry out their professional business obligation.

### III. OBLIGATIONS TO THE GOVERNMENT

*Ethical Principle: Organizations that display the DSF SPE have an ethical obligation to maintain strict compliance with the letter and spirit of all governmental laws and regulations that impact the consumer, the profession, and the public.*

#### CODE OF PROFESSIONAL CONDUCT

Organizations that display the DSF SPE shall:

1. Not knowingly make a false statement on proposals or contracts.
2. Not knowingly make or file false records or reports.
3. Comply with all national, state or local laws, rules or regulations governing or impacting the industry.
4. Comply with all national, state or local laws, rules or regulations that were enacted to protect consumers.
5. Comply with all national, state or local laws, rules or regulations that were enacted to protect the environment.

### IV. OBLIGATIONS TO DSF

*Ethical Principle: Members have an ethical obligation to professionally act in a manner that upholds the purposes and objectives of the DSF.*

#### CODE OF PROFESSIONAL CONDUCT

Organizations that display the DSF SPE shall:

1. Comply with the adopted standards of the DSF. These standards are publicly available on the DSF website and may be added to or amended by the DSF Board of Directors.
2. Be honest, fair, and act with integrity to other DSF members and treat others with mutual respect and trust for each individual and company.
3. Not engage in negative public communication either privately or publicly that disparage other individuals or entities with which the DSF interacts.
4. Honestly represent their company capabilities. This includes, but is not limited to placement in appropriate dues category.

This Code of Professional Conduct is administered under "Enforcement Procedures." For a copy of the Code of Professional Conduct Enforcement Procedures contact the DSF office.

Digital Signage Federation      [bgorg@digitalsignagefederation.org](mailto:bgorg@digitalsignagefederation.org)      +1 540-551-5500