



HYPNOTHERAPY CODE OF ETHICS, MALAYSIA

1. DEFINITION

1.1 The Code of Ethics shall be known as “The Code” from henceforth.

1.2 “Member” means AHPM members.

2. MODALITIES COVERED UNDER THE CODE

2.1 The following twenty-seven (27) hypnotherapy specialised modalities besides general hypnotherapy are regulated under AHPM as per our constitution clause 3(b):

(1) Visualization techniques, (2) Trance music, (3) Conversational hypnosis, (4) Covert hypnosis, (5) Waking hypnosis, (6) Neuro-linguistic programming, (7) Neuro-semantics, (8) Time line therapy, (9) Pain and stress management, (10) Hypno-birthing, (11) Hypno-surgery, (12) Hypno-fertility, (13) Hypno-gastric banding, (14) Hypno-analysis, (15) All medical and dental hypnotherapy, (16) Emotional freedom technique, (17) Cognitive behavioural therapy, (18) Brain entrainment, (19) Sound-based therapy, (20) Vibrational hypnosis, (21) Gestalt therapy, (22) Coaching, (23) Meta-coaching, (24) Life coaching, (25) Psychotherapy, (26) Psychoanalysis and (27) other hypnosis related or hypnosis influenced modalities that are based on changing, adapting and reprogramming the conscious and/or the subconscious mind i.e. reprogramming the mind falls under the jurisdiction of the AHPM.

3. SCOPE OF THIS CODE

3.1 The scope of this Code is to govern the relationship between:

- The hypnotherapist and members and clients;
- The hypnotherapist and members and other healthcare professionals;
- The hypnotherapist and members and their respective professional bodies;
- The hypnotherapist and members and governmental bodies;
- The hypnotherapist and members and their students; and
- The hypnotherapist and member and the public

3.2 The scope of this Code includes ethical considerations for issues relating to (1) academic and professional training schools, (2) quality and standard of training and (3) disciplinary actions.

3.3 The Code applies to all practising hypnotherapists and members who choose to practice hypnotherapy and/or any of the specialised modalities under Clause 2 of The Code in Malaysia.

3.4 AHPM is not responsible for the conduct of any non-registered member. Nevertheless, AHPM as a regulatory body shall investigate all complains and take action against anyone who breaches the code of

conduct. A breach of conduct is considered quite a serious offense and AHPM shall apply the force of the law onto such persons or members that commit any such act that could potentially bring disrepute or could be deemed to be detrimental to the image, reputation and standing of AHPM, the hypnotherapy community and industry.

3.5 AHPM furthermore, advice the public to satisfy themselves as to the suitability of members to provide treatments other than hypnotherapy and the listed therapeutic modalities as per Clause 2.

3.6 The public are encouraged to question the qualifications of AHPM members. As ethical evidence-based practitioners AHPM's members are proud of their profession and seek opportunities to discuss their qualifications.

4. DELIVERY OF SERVICE

4.1 All members shall undertake to:

4.1.1 Provide treatments and services to the public only within the scope of their qualifications and expertise and for which they carry the relevant professional indemnity insurance.

4.1.2 "Competency" means adequate qualifications from academic, professional and skill-based training facilities or facilitators or having the skills and experience that are documented and verifiable for that particular treatment. Competency does not mean that members cannot treat a client for a condition that the member had not previously treated, provided that due diligence and professionalism are observed.

4.1.3 Act in a non-biased, non-prejudicial and egalitarian manner towards all clients. All clients have the right to identical quality of service and treatment irrespective of race, gender, sexual orientation, disability and so forth.

4.1.4 Provide full disclosure of relevant information such as qualification, relevant memberships and experience upon client's request. Members are also advised to inform the client of the avenues for complaint against them.

4.1.5 Explain fully to clients *in advance of any treatment*: treatment fees, precise terms of payment and any charges that could be imposed for non-attendance or cancelled appointments. Furthermore, it is the responsibility of members to discuss the limitations of confidentiality with the client.

4.1.6 "In advance of any treatment" means that not only should terms and conditions be set out in advance, but that they should be further clarified by the therapist at the initial consultation or interview when additional information about the client's needs are obtained. Should the treatment period be extended or additional services required, the member should likewise discuss the extension with the client and obtain the client's consent first before carrying out the treatment.

4.1.7 Present all services and products in an unambiguous manner and be truthful about the limitations of the treatment. Members shall be realistic about the outcome and shall not over promise.

4.1.8 Client's decision on treatment options and treatment purchase option must be respected and high pressured sales techniques should be avoided.

N.B. Members should not mislead the clients by telling or giving clients the impression that members can cure the client.

4.1.9 Fraud or fraudulent conducts, criminal or criminal conducts, and predatory or conduct harmful to clients could result in the termination of your AHPM's membership and license to practice hypnotherapy in Malaysia.

4.1.10 Terminated or disqualified members can appeal. During the appeal, the membership which includes practising licenses may be suspended. Should the appeal fails, the membership shall be terminated without further justifications or clarifications.

5. CLIENT WELFARE

5.1 All members shall undertake to:

5.1.1 Be client-centric, focus on therapeutic alliance and to do no harm to the client.

5.1.2 Promote client autonomy and well-being; maintain a respectful stance towards the client and protect the dignity of the client at all times. Be respectful of client's cultural and religious values at all times.

5.1.2 Understand one's limitations as a practitioner and the limitations of hypnotherapy as a treatment modality. Ensure that clients receive the care and treatment they need and do refer the client to other specialists, doctors, therapists or to other members who are more qualified to treat the client's particular problems or the client's particular needs.

5.1.3 Members have the right to refuse or to terminate any treatment if there is reasonable belief that it shall not be, or continue to be, efficacious. In refusing or terminating treatment, due diligent and care must be given to fully explain the rationale for the refusal or termination to the client.

5.1.4 Advise clients with either acute or physical symptoms, to seek treatment from a registered medical doctor. Members shall not treat any clients with acute or physical symptoms without proper medical qualifications or training to do so.

5.1.5 Members shall not perform any medical diagnosis or treatment unless they have undergone relevant medical training in medicine.

5.1.6 Avoid giving any medical advice to clients that contradict the medical advice given by the client's registered medical doctors.

N.B. If the members have doubts or concerns about the type of medical treatments or pharmaceutical drugs that had been prescribed to the clients by a medical doctor, the member should seek counsel from his/her supervisor. Do not encourage the client to stop any form of medical treatment or drugs unless you are also a medical doctor.

5.1.5 Professional conduct dictates that members shall not in any way mention, say or act in any manners that discredit, belittle or attempt to discredit the practice of other medical, healthcare and wellness doctors, therapists, professionals and fellow members.

N.B. A member shall not report on other medical, healthcare and wellness doctors, therapists, professionals and fellow members without hard evidence because it could be construed as slander and that member could be sued.

5.1.6 Conduct their sessions in such manner as to avoid the implantation of false memories and to create awareness in the client that experiences while in a suggestible state are not necessarily related to or are to be taken as real and/or valid memories of the client's past.

5.1.7 As ethical and conscientious practitioner, members shall not implant hypnotic suggestions that could be construed as unethical such as post-hypnotic suggestions that are for the personal benefit of the member. This is considered a violation of client's trust and autonomy. Members who violate client's trust and autonomy could face disciplinary actions that may include having their membership to AHPM terminated. The victims shall be advised by AHPM to report the incident to the police and to take legal actions against such members.

5.1.8 Ensure that their workplace and all facilities offered to both clients and their companions shall be in every respect safe, suitable and appropriate for the service provided. These shall include any consulting room used for the purpose of consultation and/or conducting therapy with any client, along with any reception or waiting areas associated with such rooms.

5.1.9 Take all reasonable care to ensure the safety of the client and any person accompanying them. Refrain from using their position of trust or confidence to:

5.1.9.1 Not cross the commonly understood professional boundaries inappropriate of a therapist-client relationship or exploit/abuse the client emotionally, sexually, financially, or in any other way that can be construed as a violation of ethical and professional boundaries.

N.B. Members involved in a boundary dilemma should discuss the issues with their respective supervisors or seek advice from their respective professional bodies.

5.1.9.2 Never touch the client in any way that may cause suspicion or be misconstrued. Members must at all time maintain a professional therapist-client relationship.

N.B. Before employing tactile induction or deepening techniques, an explanation should be given and unless permission is granted by the client, use other induction or deepening techniques.

5.1.9.3 Never act in a manner that appears flirtatious that could cause the client or the public to suspect or feel that the therapist is flirting with the client or in a manner that causes the client to feel uncomfortable and/or distressed.

N.B. Flirting is not construed as rapport building if it makes one or the other party feel uncomfortable and distressed.

5.1.9.4 Never accept any inappropriate gifts, gratuities or favours from a client.

5.1.9.5 Never prolong treatment unnecessarily. Good care of the client include appropriate treatment length that does not exceed what is necessary.

5.1.9.6 Always maintain strict confidentiality unless such confidentiality affects the therapist's own safety or the safety of the client or the client's family members or other members of the public and when the confidentiality does not contravene any legal action (i.e. criminal, coroner or civil court cases where a court order is made demanding disclosure) or legal requirement (e.g. Children's Acts).

N.B. Client consents must be obtained in cases where the member is working as part of a larger clinical team, for example within an institution or through a multidisciplinary or similar clinical or medical team; and where the client has been referred to the member by a medical doctor or agency with conditions placed on the referral to share disclosure by the member to the doctor or agency. Only upon the consent of client shall the member share confidential information with his/her team members.

5.1.9.7 Ensure that client notes and records be kept secure and confidential and that the use of both manual and computer records remains within the terms of the Data Protection Act.

N.B. Manual records should always be locked away when not in use and those held on the computer should be password coded. The therapist should provide, in advance, arrangements for the secure disposal of all client records in case of their permanent incapacity or death.

5.1.9.8 Recognise that the maintenance of case note should include personal details, history, diagnosis and/or identification of problem areas; the number of sessions and treatment programs as agreed between therapist and client (if any), session progress notes and a copy of any contract. This shall prepare you in case you are called to be an expert witness in the court of law.

5.1.9.9 Obtain written permission from the client or if necessary, the client's parents or legal guardians in the case of underage clients before recording the client's sessions, before discussing undisguised

cases with persons other than the client and before publishing the cases (whether disguised or not) via any medium.

“Recording” in this context means any method other than the usual taking of written case notes.

“Undisguised” in this context means those cases in which materials had not been sufficiently altered in order to offer reasonable anonymity to all relevant parties. With particular reference to the use of CCTV equipment, all clients must be fully informed when such equipment is in operation and written permission must be obtained prior to the commencement of any client session.

5.1.9.10 Inform the client that disguised case studies may sometimes be utilised for the purposes of either member’s supervision or the supervision and/or training of other member and refrain from using such material should the respective client indicate that it should not be used for these purposes.

6. GENERAL CONDUCT

6.1 All members shall undertake to:

6.1.1 Conduct themselves at all times in accord with their professional status and in such a way that neither undermines public confidence in the process or profession of hypnotherapy nor brings their professional body AHPM into disrepute.

6.1.2 Members have the duty to protect the public and the profession from unethical, unsafe or bad practice, conduct or behavior unbecoming of a hypnotherapist.

6.1.3 When offering criticisms or complaints about colleagues, members should first attempt to resolve the issue internally or utilise appropriate channels such as the complaints procedures of professional bodies, or, where appropriate, AHPM’s standard mediation. Members offering criticisms outside of these channels have the duty to demonstrate that it is reasonable to do so. Members must use due diligence and care when offering criticisms and complaints and should ensure that the criticisms and complaints are justified and can be substantiated and not hearsay or rumours.

6.1.4 Respect the status of all other medical, healthcare and wellness professionals and the boundaries of their professional remit.

6.1.5 Members are encouraged to refer out cases that are beyond their scope of expertise and training.

6.1.6 To fulfil their obligations as AHPM’s members and to be responsible for ensuring that their membership status are active and the information given are updated and correct. In order to renew their membership, members must (i) attend at least 5 AHPM’s monthly meetings in a year or provide a valid reason for the absentees i.e. absentees with apology, (ii) paid in full their membership fees to

AHPM, (iii) undergo AHPM's approved supervision and (iv) be committed to continuing their professional education via continuing professional development (CPD) programmes.

6.1.7 Members must obtain at least 20 CPD points in hypnotherapy or related fields of education to qualify for membership renewal every year.

6.1.8 Members shall uphold and maintain AHPM's self-regulatory role.

7. RELATIONSHIP WITH PROFESSIONAL BODY

7.1 All members shall undertake to:

7.1.1 Notify their professional body, in writing, of any change in practice name, contact address, telephone number or email address, at the earliest convenient moment. It is the responsibility of members to provide and to update AHPM with their latest contact details and information.

7.1.2 Inform their professional body, in writing, of any alteration in circumstance which would affect either their position or ability as members.

7.1.3 Adhere to standard professional protocols and AHPM's protocols and AHPM's COE in all their conduct and at all times.

7.1.4 Follow the protocols, guidelines and COE that are written to protect the public and members. Members who fail on any of these points shall face disciplinary actions. First-time offenders shall face disciplinary action or disbarment for 1 year or both. Second-time offenders shall face disciplinary action or disbarment for 3 years or both. Third-time offenders shall be blacklisted for life. Blacklisted offenders shall no longer be able to legally practice hypnotherapy in Malaysia.

7.1.5 Write to AHPM pertaining to any queries, complaints and feedback that have legal or ethical implications relating to hypnotherapy, hypnotherapists, hypnotherapy training, hypnotherapy qualification and accreditation in Malaysia. Such correspondence should be addressed in writing to AHPM's secretariat with supporting documents to avoid unfounded accusations and hearsay.

7.1.6 Write in to AHPM pertaining to any complaints other than those listed in sub-clause 7.1.5 pertaining to matters relating to hypnotherapy, hypnotherapists, hypnotherapy training, hypnotherapy qualification and accreditation in Malaysia. Such correspondence should be addressed in writing to AHPM's secretariat with supporting documents to enable AHPM to properly investigate the case.

7.1.7 Inform or declare to their professional body i.e. AHPM or its affiliate members association, in writing, of: (i) any complaint (of which they are aware) that are made against them; (ii) any disciplinary action taken against them by any professional body and (iii) any criminal offence of which they have been associated with or have been convicted of.

7.1.8 Make available all relevant information during an investigation to the officer appointed by AHPM to investigate the case. The information shall be given to the officer without hindrance (whether implied or actual) and without any unreasonable delays. Members shall comply fully with all requirements inherent within any Complaints and Disciplinary Procedure to which they have subscribed via their membership.

7.1.9 Respect the regulatory role of AHPM at all times and inform AHPM about your events, courses and so forth prior to going on air about hypnotherapy and to seek written approval when using AHPM's name, logo and so forth.

N.B. Members are not allowed to use AHPM's logo. For marketing purposes, AHPM shall provided corporate members with AHPM's corporate member logo as shown below:



8. SUPERVISION AND SUPERVISORS

8.1 All members shall undertake to complete the required annual supervision hours from an approved AHPM supervisor.

8.2 All supervisors must undergo supervisory training through institutions that are acceptable to AHPM or have supervisory credo through their academic qualification.

N.B. Academicians who are approved as supervisors must be certified hypnotherapists. AHPM follows the standard guidelines from the Malaysian Institute of Higher Learning. The guidelines are as follows: Master degree holders to supervise all students up to a bachelor degree and doctorate holders to supervise all students.

8.2.1 All supervisors must adhere to AHPM's Code of Ethics and the Code of Ethics, Code of Conduct and laws governing their supervisory accreditation in the conduct of their supervisory practices.

8.2.2 AHPM accepts non-academic supervisory training and qualifications from the following commonwealth countries: Malaysia, Australia, UK, Singapore and NZ.

8.2.3 All supervisors must maintain a valid indemnity insurance and annual renewal of supervisory status must be accompanied by valid insurance forms.

8.2.4 All supervisors must maintain client confidentiality at all times and must adhere to a no-competition status with members under their supervision.

8.2.5 Supervisors shall not use the information gained from the supervisee for personal benefits nor use the information in a manner that could in any way harm the supervisee. Supervisors who fail to adhere to a proper professional code of ethics and behaviour shall be disbarred and blacklisted from holding supervisory posts or conducting supervision for AHPM in Malaysia.

8.2.6 AHPM supervisors must be proficient in all the laws and regulations relating to hypnotherapy and hypnotherapy practices in Malaysia and must have qualified as a practicing member of AHPM.

8.2.7 AHPM supervisors shall not have a criminal record, be declared a bankrupt for the last 5 years or is currently involved in a pending legal suit involving criminal or unethical conducts.

8.2.8 It is the responsibility and obligation of the Supervisors to inform AHPM of any of the issues listed in Clause 8.2.7 and failure to do so could lead to the termination of their membership to AHPM and they shall be delisted from the supervisory list.

9. ADVERTISING, DISPLAY OF CREDENTIAL AND USE OF SPECIFIC TITLES

9.1 All Members shall undertake to:

9.1.1 Ensure that all advertising, no matter in what form or medium shall represent a truthful, honest and accurate picture of the member's skills, qualifications and facilities. Any claims that guarantee success or cures are considered dishonest and misleading.

9.1.2 Ensure that all advertising shall be accurate, truthful and that any claims made in advertising could be substantiated by members upon request.

9.1.3 Display only valid qualifications and certificates that are awarded by relevant professional bodies. It is a breach of ethics to display AHPM's membership certificates that have expired or to give the impression that the individual remained an active member of AHPM once the member's AHPM's membership expires.

9.1.4 Make no claim that they hold specific qualifications unless such claim can be fully substantiated.

9.1.5 Ask AHPM in writing for permission before using any of AHPM's logos, badges or name for commercial, advertisement and promotion purposes.

9.1.6 Not speak on behalf of AHPM. All official announcements about AHPM shall come from AHPM committee only. Sub-committee members are to report to AHPM's committee and all press or other releases prepared by the sub-committee for public release must be vetted by AHPM's committee.

9.2 Notes for Guidance:

9.2.1 Title: "Doctor or Dr" is not allowed unless you are a medical doctor or a doctorate holder.

9.2.1.1 Members who are doctors shall not mislead the public by using the designation Doctor or Dr without clarification. Follow the guidelines provided by the T&CM division of MOH with regards to the use of the title “Doctor or Dr.” Latest guidelines available at the T&CM division website at <http://tcm.moh.gov.my/v4/>

9.2.1.1a Members shall not lead the client to believe, by commission or omission, intended or inadvertent, that the therapist is a licensed medical practitioner when this is not the case.

9.2.1.1b Members shall not lead the client to believe, by commission or omission, intended or inadvertent, that the therapist’s title is directly relevant to the practice of their therapy when it is not (e.g. the doctorate is in an unrelated subject).

9.2.1.1c Members using the title “Doctor or Dr” should explain in their advertising literature and to their clients, the nature and subject of the title and the awarding body, and non-medical “Dr” should declare that they are not medical doctors in their advertising literature and to their clients. On all other matters pertaining to the use of “Dr” refer to the latest guidelines from T&CM division of the Ministry of Health.

9.2.2 Title: “Professor”

9.2.2.1 This should be used in Malaysia only when the member holds a Malaysian-based Professorial Chair and the use of the title should be fully explained to the client.

9.2.3 Title: “Reverend” or “Guru” or “Ustaz”

9.2.3.1 This should be used in Malaysia only and by therapist who offers therapy in a religious context. The use of this title should be fully explained to the client.

9.2.4 Title: “Licensed or Registered Hypnotherapist”

9.2.4.1 This should not be used unless you are registered as a member with AHPM and have been issued a practising license by MOH, Malaysia. Foreign licenses are not valid once T&CM Council, Malaysia is formed.

9.2.5 Title: “Clinical Hypnotherapist”

9.2.5.1 The word clinical is used to define the context of the role played by medical, dental and healthcare professionals. Based on this definition, hypnotherapists can refer to themselves as clinical hypnotherapists if they deem necessary since all cases of hypnotherapy could be construed as being clinical in nature. The term “clinical” is considered by AHPM to be a marketing gimmick regardless of whether it is practice in a clinical or non-clinical setting.

10. TREATMENT of MINORS and those classified as PERSONS WITH SPECIAL NEEDS

10.1 All Members shall undertake to:

Obtain the written consent of an appropriate adult i.e. parent, legal guardian or registered medical member before conducting treatment with clients who are either under the age of majority which in Malaysia is 18 or those who are classified as persons with special needs.

N.B. Wherever possible and provided it is judged to be in the child's best interests, it is advisable that an appropriate adult should be present during such sessions.

11. SUPERVISION & CONTINUING PROFESSIONAL DEVELOPMENT

11.1 Members are expected to maintain or improve their level of skills and professional competence in accordance with the requirements laid down by their respective professional body. This could include:

Meetings with a colleague (or colleagues) to discuss, in confidence, ongoing cases and issues arising from them and to work through any personal matters that might affect their own position or ability as practising therapists. Such arrangements can take on a variety of forms, the most usual of which are personal One to One Supervision, Group Supervision or participation within a Peer Support Group. For compliance purpose, at least one member of group supervision or peer support group supervision shall be a qualified AHPM supervisor.

11.2 Only persons who have undergone supervisory training that meets the standards of AHPM either locally or from the following commonwealth countries (UK, Singapore, Australia and NZ) or academically qualified supervisors who are certified hypnotherapist can practice as supervisors or apply to AHPM to become AHPM's licensed supervisors.

11.3 Members must undertake continuing training either by attending courses, workshops and seminars that are related to hypnotherapy or attend AHPM's monthly meetings.

11.4 Supervisors must utilise appropriate audit tools, e.g. client feedback forms, care aimed forms etc. and maintain an awareness of research and developments within both hypnotherapy and other related fields.

12. RESEARCH ETHICS

12.1 For all practical purposes, a "research subject" should be considered synonymous with a "client" and consequently, all relevant clauses within the general Code of Ethics remain applicable. Of extra importance is the need on the part of the researcher to:

Accept that all participation by research subjects must be on a completely voluntary basis and that no “pressure” of any type should be exerted in order to secure participation. Also, payments shall not be used as an inducement to encourage the taking of risks beyond those taken in the normal course of the participant’s everyday life.

12.2 Ensure that proper consent has been obtained prior to the commencement of any research project. This is especially so in the case of minors or persons with special needs.

N.B. Consent shall be obtained at repeated intervals from the participants in cases of longitudinal studies. General research of a purely statistical nature is exempted.

12.3 Understand that initial consent does not negate a participant’s right to withdraw at any stage of the research and this must be made clear and explained to the participant during the recruitment/selection process.

12.4 Maintain complete openness and honesty with regard to both the purpose and nature of the research being conducted.

12.5 Consider any potential adverse consequences to the research subject as a result of any intended research project.

12.6 Accept that if, during research, a participant exhibits or presents with a condition they seem unaware of, then the researcher has a duty to inform the subject that they believe their continued participation may jeopardise their future well-being.

12.7 Provide, where relevant, for the on-going care of participants with regard to any adverse effects that might arise as a consequence of and within a reasonable time period after their involvement within any research project.

12.8 Understand and act upon the principle that the privacy and psychological well-being of the individual subject are always more important than the research itself.

12.9 Understand that all universities have an ethic committee for research involving human subjects. Besides AHPM’s regulation, members are expected to also adhere to their individual university’s regulations on ethical research.

13. TRAINER/TRAINING ETHICS

13.1 For all practical and ethical purposes, trainers, educators and teachers must at all times ensure that their student are properly trained and hours of training are properly recorded and validated;

13.2 Guidelines on training material must adhere to the content and context of the respective governing professional bodies.

13.3 To become an approved trainer of AHPM, the potential trainer must first qualify to be a practicing member of AHPM. Hypnotherapists are welcome to submit all their training materials, their completed application forms, valid indemnity insurance and trainer fees to AHPM for approval.

13.4 AHPM reserves the rights to reject a program's application that it deems to be unsuitable or contain unsubstantiated or false claims that are misleading to the public or that are not evidence-based e.g. training material that claims to "cure" cancer that does not provide any supporting scientific literature that could substantiate the claims. Where possible treatment claims should be evidence-based.

13.5 All training materials must include a module on ethics and evidence-based practices including AHPM's Code of Ethics.

13.6 All AHPM trainers must have valid indemnity insurance for safety purposes.

14. ISSUES SPECIFIC TO AHPM

14.1 The Code assumes a secular, non-partisan approach that is inclusive, transparent and protective of public interest in all manner of decision-making, action and conduct as does the vision and mission of AHPM.

14.2 The Code shall be executed in a manner befitting the role of the AHPM as the main regulatory body for hypnotherapy in Malaysia and in accordance with Clause 14.1.

14.3 The Code shall be executed in a manner that accounts for all Federal, State and other relevant laws of Malaysia.

14.4 In areas where the laws are unclear, The Code shall be executed and advocated in accordance to the best interest of AHPM, the hypnotherapy community and industry.

14.5 The Code shall guide AHPM in all its regulatory and advocacy roles to ensure protection not only of the public but also of hypnotherapists, the hypnotherapy community and industry in accordance to Clause 14.1.

14.6 The Code shall inform on all guidelines issued by AHPM to members, trainers, researchers and all others involved in hypnotherapy and all its associated modalities as stated under Clause 2.

14.7 On any matters that are not guided by The Code or where The Code is silence, members shall refer to AHPM's constitution, the Code of Ethics of the Federation of Complementary and Natural Medical

Associations, Malaysia and to the laws and regulations of Malaysia that governs and regulate such matters.

15. ISSUES SPECIFIC TO INDIVIDUAL PROFESSIONAL BODIES

15.1 This Code takes into account the fact that individual professional bodies may have issues that are specific to themselves and their registered members. Consequently AHPM allows associations under its umbrella to include clauses where necessary provided that such inclusions do not conflict with or substantially alter or amend any of the Code's existing clauses and remain fully consistent with the good care and well-being of all stakeholders.

16. DATA PROTECTION ACT

16.1 Confidentiality and privacy of clients must be upheld at all times.

16.2 Guidelines are provided as per the Personal Data Protection Act.

16.3 Members are required to read the Data Protection Act (Akta 709). The Act can be downloaded from the following link: <http://www.kkmm.gov.my/pdf/Personal%20Data%20Protection%20Act%202010.pdf>