

Code of Ethics

The members of the Nebraska Funeral Directors Association do hereby adopt this Code of Ethics as a standard of conduct for the members of the Association in their professional relationships with those they serve, with the general public, with each other, and with their profession and professional colleagues.

- 1.1. A funeral director should deal with those whom he/she serves openly, fairly, confidentially, respectfully, and competently. A funeral director should:
 - a. Enter into business dealings with those whom he/she serves openly, fairly, at arm's length, and with solicitude for their emotional needs and financial limitations.
 - b. Maintain confidentiality of communications with those whom he/she serves.
 - c. Maintain an attitude of respect for the inviolability of the dead human body.
 - d. Maintain a sincere respect for all creeds, religions and customs.
 - e. Strive to offer only those goods and services that reflect high professional standards.
2. A funeral director should assist in maintaining public confidence in the integrity and competence of the funeral service industry. A funeral director should:
 - a. Support high standards of education for the members of the industry.
 - b. Conduct himself/herself at all times with those whom he/she serves and other members of the public conscientiously and in accordance with enlightened business standards and practices, with complete honesty in all dealings, and in a way to reflect favorably upon the funeral service industry.
 - c. Protect the public health and safety by scrupulous adherence to professional standards and maintenance of his/her establishment in a sanitary and orderly fashion.
 - d. Help attract to funeral service qualified people of good character and intellectual capacity and aid in their instruction.
 - e. Faithfully obey all state and federal laws, regulations and rules governing funeral service both in letter and in spirit.
 - f. Refrain from business practices that are unfair, which may have the effect of misleading the public or which would violate community standards of good taste.
3. A funeral director should relate to other members of the profession with the highest standards of professionalism. A funeral director should:
 - a. Expose corrupt, dishonest or unethical practices by members of the profession.
 - b. Cooperate in a professional manner with other funeral directors when service of families involves the merchandise or services of other funeral homes, including, but not limited to, facilitating transfers of arrangements, both pre-need and at need, and refraining from unfairly and/or untruthfully disparaging the merchandise or services of another funeral firm.
 - c. Cooperate with licensing authorities, the Consumer & Professional Review Committee of the Association, the Board of Directors and other authorities, public and private, that may from time to time investigate allegations of dishonesty, violations of state and federal laws or unethical conduct.
 - d. Encourage adherence to state and federal laws and to this Code of Ethics, including, but not limited to, making timely and good faith responses to all inquiries made by the Consumer & Professional Review Committee of the Association or the Board in any investigation of a breach of the Code of Ethics on the part of any member of the Association.