



Code of Ethics

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OFFICIAL ETHICAL STANDARDS

CODE OF ETHICS & PROFESSIONAL CONDUCT

All India Digital Media Journalist & Content Creator Association (AIMJCCA)

Document Ref: AIMJCCA/STAT/ETH-2026/02 | **Effective Date:** 01 May 2026 | **Applies to:** All Verified Members

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SECTION 1

1. Preamble & Core Moral Commitment

1.1 This Code of Ethics sets the mandatory professional standards, moral principles, and digital integrity guidelines for all digital journalists, video creators, independent reporters, and media professionals affiliated with AIDMJCCA[cite: 1, 2].

1.2 Freedom of expression carries a corresponding duty of truthfulness, public interest, factual verification, and respect for the Constitution and laws of India[cite: 1, 2]. Every member is bound to uphold these ethical standards across all digital and social platforms[cite: 1, 2].

SECTION 2

2. Core Pillars of Ethical Digital Media

Members shall strictly practice the following four foundational pillars across all published content:

Ethical Pillar	Standard Requirement	Mandatory Practice
1. Truth & Verification	Rigorous fact-checking before digital broadcasting[cite: 1, 2].	Cross-verify claims with minimum two credible sources; never rely solely on unverified social forwards[cite: 1, 2].
2. Fairness & Right of Reply	Impartial, unbiased, and balanced coverage[cite: 1, 2].	Always offer a reasonable right of reply to individuals or entities facing serious allegations prior to publishing.

Ethical Pillar	Standard Requirement	Mandatory Practice
3. Privacy & Human Dignity	Respect personal boundaries and vulnerable subjects[cite: 1, 2].	Strict protection of identities of minors, victims of sexual violence, and individuals undergoing medical trauma.
4. Transparency & Corrections	Accountability for published errors and sponsored deals[cite: 1, 2].	Promptly issue prominent errata/corrections and disclose paid promotions or affiliate sponsorships transparently.

SECTION 3

3. Prohibited Practices & Zero Tolerance Violations

- **Extortion & Blackmail:** Threatening exposure or negative coverage for financial gain, gifts, or advertisements[cite: 1, 2].
- **Paid News & Undisclosed Sponsorships:** Passing off paid advertisements or political propaganda as objective news reporting without clear labeling.
- **Hate Speech & Communal Disharmony:** Producing content that incites violence, communal hatred, or disturbs public order[cite: 1, 2].
- **Clickbait & Misleading Thumbnails:** Deliberately sensationalizing headlines, titles, or imagery that mislead the public regarding core facts.
- **Plagiarism & Copyright Theft:** Unauthorized lifting of footage, scripts, articles, or graphics created by other journalists or creators.

STRICT DISCIPLINARY ACTION



Any verified member found engaging in blackmail, deliberate fake news generation, or communal incitement will face immediate interim suspension followed by permanent

expulsion and revocation of association credentials[cite: 1, 2].

SECTION 4

4. Responsible Use of AI & Digital Tools

4.1 AI-Generated Content Disclosure: Any article, voiceover, or visual imagery generated or substantially altered using Artificial Intelligence (AI) must be clearly labeled to prevent public deception.

4.2 Deepfakes & Audio Cloning: Generating or distributing synthetic deepfake media depicting public figures, private individuals, or event scenarios without explicit satirical/educational labeling is strictly prohibited.

SECTION 5

5. Ethics Committee Oversight & Grievance Redressal

5.1 Public Complaints Mechanism: The National Ethics & Disciplinary Committee shall maintain an online grievance portal for receiving complaints regarding code violations by members[cite: 1, 2].

5.2 Due Process & Penalties: All ethical complaints are investigated with a 15-day show-cause window adhering to principles of Natural Justice before recommending warnings, fines, or membership termination[cite: 1, 2].



FOR ALL INDIA DIGITAL MEDIA JOURNALIST & CONTENT CREATOR ASSOCIATION (AIMJCCA)

[CITE: 1, 2]

Rupesh Kumar Singh

Founder & National President[cite: 1, 2]

ADOPTION DATE

01 May 2026

Empowering and uniting India's digital journalists, content creators, and media professionals through legal protection, ethical standards, and community growth.

RESOURCES

- Constitution
- Code of Ethics
- Rules & Regulations (Bylaws)
- FAQs
- Privacy Policy
- Terms & Conditions
- Disclaimer & Grievance
- Refund Policy

MANUALS

- Membership Rule Book
- Election Rule Book
- State & District Chapter Manual
- Press ID & Verification Manual
- HR & Administrative Manual
- Training & Certification Manual
- Legal Cell SOP
- Branding & Logo Usage Manual

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