

21 NCAC 21 .1102 RULES OF CONDUCT OF ADVERTISING

- (a) The geologist shall not make exaggerated, misleading, deceptive or false statements or claims about his professional qualifications, experience or performance in his brochures, correspondence, listing, or other public communications.
- (b) The prohibitions listed in this Rule include, but are not limited to, the use of statements containing a material misrepresentation of fact or omitting a material fact necessary to keep the statement from being misleading; statements intended or likely to create an unjustified expectation; statements containing prediction of future success; or statements containing an opinion as to the quality of services.
- (c) Consistent with the foregoing, the geologist may advertise for recruitment of personnel.
- (d) Consistent with the foregoing, the geologist may prepare articles for the lay or technical press. Such articles shall not imply credit to the author for work performed by others.

*History Note: Authority G.S. 89E-5; 89E-16;
 Temporary Adoption Eff. November 24, 1999;
 Eff. August 1, 2000.*