




UKTMRC Code of Ethics

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≡ Company Name	UKTMRC Community Interest Company
≡ Company's Registered Address	86-90 Paul Street, London, EC24NA
# Registered No	17014474
≡ Trading Name	UK Thai Massage Regulatory Council

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1. About This Code

This Code of Ethics sets out the core values and ethical principles of the UK Thai Massage Regulatory Council (UKTMRC). It explains the standards of character, integrity, and professional responsibility expected of all UKTMRC members.

This document is public-facing and should be read alongside the **UKTMRC Professional Practice Standards**, which set out the detailed and enforceable requirements for day-to-day professional practice.

2. Purpose

The purpose of this Code is to:

- protect the public
- promote safe, respectful, and ethical practice
- uphold confidence in Traditional Thai Massage in the United Kingdom
- preserve the cultural dignity and integrity of Nuad Thai
- guide members in exercising good judgment, compassion, and accountability

3. Our Ethical Foundation

Traditional Thai Massage, or Nuad Thai, is a respected traditional healing art with deep cultural, spiritual, and therapeutic roots in Thailand. In 2019, UNESCO recognised Nuad Thai as part of the Intangible Cultural Heritage of Humanity.

UKTMRC believes that the practice of Traditional Thai Massage must reflect both: the cultural heritage and authenticity of Nuad Thai, and the legal, ethical, and professional expectations required in the United Kingdom.

All members are expected to practise in a way that honours both.

4. Core Ethical Principles

4.1 Public Protection

Members must place the safety, dignity, health, and wellbeing of clients and the wider public above personal, commercial, or organisational interest.

Public protection is the first duty of every UKTMRC member.

4.2 Integrity

Members must act honestly, openly, and responsibly at all times.

This includes:

- being truthful about qualifications, training, insurance, and experience
- not making false, misleading, or exaggerated claims
- declaring relevant concerns that may affect safe practice
- taking responsibility for decisions, actions, and omissions

4.3 Respect for Persons

Members must treat every person with dignity, courtesy, fairness, and compassion.

This includes respect for:

- personal boundaries
- privacy and confidentiality
- diversity, culture, religion, belief, sex, disability, age, and sexual orientation
- the client's right to make informed decisions about their care

4.4 Consent and Autonomy

Members must respect the right of each client to make free and informed choices.

No treatment should be provided without valid consent. Clients must never be pressured, manipulated, intimidated, or misled into receiving treatment.

Members must recognise that consent can be withdrawn at any time.

4.5 Non-Maleficence and Beneficence

Members must aim to do good and avoid harm.

This means:

- working within competence
- using safe methods
- recognising contraindications and limitations
- referring clients onward where appropriate
- never providing treatment that is reckless, unsafe, exploitative, or unnecessary

4.6 Professional Boundaries

Members must maintain clear, safe, and appropriate professional boundaries at all times.

They must never misuse a position of trust for:

- sexual purposes
- financial exploitation
- emotional manipulation
- coercion or intimidation
- personal gain at the expense of the client

4.7 Cultural Integrity

Members must honour, protect, and represent Traditional Thai Massage truthfully and respectfully.

This includes:

- respecting the Thai cultural roots of Nuad Thai

- avoiding distortion or misrepresentation of the practice
- not using “Thai massage” as a label for sexualised, exploitative, or misleading services
- supporting the dignity, legitimacy, and professional standing of authentic practitioners

4.8 Competence and Accountability

Members must commit to maintaining and improving their competence throughout their professional life. They must:

- keep their knowledge and skills up to date
 - understand the legal and professional framework for practice in the UK
 - cooperate with quality assurance, complaints, and disciplinary procedures
 - accept accountability for their practice
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5. Ethical Duties of Members

All UKTMRC members are expected to:

- uphold this Code in spirit and in practice act in a way that promotes trust in the profession
 - avoid conduct that may bring UKTMRC or the profession into disrepute
 - support a professional culture of safety, respect, fairness, and learning
 - raise concerns where public safety or professional integrity may be at risk
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6. Breaches of the Code

A breach of this Code may call into question a member’s fitness to practise, integrity, or suitability for UKTMRC membership.

Where concerns arise, UKTMRC may consider the matter under its complaints, disciplinary, or fitness to practise procedures.

7. Commitment

By becoming or remaining a UKTMRC member, each member agrees to uphold this Code of Ethics and to conduct themselves in a manner consistent with the

values, principles, and public protection duties of UKTMRC.