

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 or her professional qualifications, experience, or performance in his or her brochures, correspondence, listing, or other public communications.
- (b) The prohibitions listed in this Rule include the use of statements that contain 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 the 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;
 Pursuant to G.S. 21.3A, rule is necessary without substantive public interest Eff. December 16,
 2014;
 Amended Eff. June 1, 2017.*