

**Chapter Psy 2****PRACTICE**

Psy 2.01 Display of certificate      Psy 2.02 Unprofessional conduct

**Psy 2.01 Display of certificate.** The certificate issued by the board shall be prominently displayed at the major place of business where the psychologist practices under the provisions of the licensing law.

**History:** Cr. Register, July, 1970, No. 175, eff. 8-1-70.

**Psy 2.02 Unprofessional conduct.** The following rules of professional conduct are promulgated under the authority of section 455.08 and section 455.09 (1) (g), Wis. Stats., and are not exclusive. A licensed psychologist may be considered guilty of unprofessional conduct if he:

(1) Reveals facts, data, or information relating to a client, examinee or his records obtained by the psychologist in his professional capacity, without the consent of the client or his duly authorized representative, or without having made certain at the time the information was elicited that the client or examinee understood the possible uses and distributions of the information; or with or without such consent, reveals such facts, data or information, except in the discharge of his professional responsibilities. However, this shall not be interpreted to mean that case history material cannot be used for teaching or research purposes or in textbooks or other literature, provided that proper precautions are taken to conceal the identity of the individual or individuals involved;

(2) In the conduct of psychological research, fails to remove the possible harmful aftereffects of emotional stress as soon as the design of the research permits, or fails to inform prospective research subjects or their authorized representative fully of the danger of serious aftereffects, if such danger exists, before asking them to volunteer;

(3) Employs or claims to have available secret techniques or procedures which he refuses to divulge;

(4) Directly or indirectly, in any manner or by any means, splits any fee or any charge with any person or persons, or participates in such fee-splitting;

(5) Prepares, or has prepared on his behalf, public announcements that fail to conform to such professional standards as are indicated in sub-paragraphs (a) (b) (c) (d) below:

(a) Cards or announcements concerning psychological practice shall be limited to a simple statement of the name, highest relevant degree, license and/or diplomate status, address, telephone number, office hours, and field of specialization.

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(b) Individual listings in telephone directories shall be limited to name, highest relevant degree, diplomate status, address, and telephone number and field of specialization. The length of listing shall be limited to one additional line of print under the name line. No individual name may be subsumed under a firm or organization.

(c) Brochures or catalogs of individual psychologists, or of agencies or organizations employing psychologists, announcing such services as assessing public opinion, educational and vocational planning, personnel selection and management, the arrangement of effective work and learning situations, advertising and market research, personnel and selection, management and organizational development, shall describe such services accurately, not misrepresent their predicted outcome, not claim or imply superior professional competence, and may be sent to professional persons, to schools and to business organizations, but to individuals only in response to inquiries.

(d) The use of bold-face type or any other means of attempting to attract special attention to a psychologist, firm, or organization, in any telephone or other public directory, or other communication media including newspapers, magazines, television, radio broadcasts, or any advertising matter distributed to the public.

**History:** Cr. Register, July, 1970, No. 175, eff. 8-1-70; am. (5) (b) and (d), Register, September, 1972, No. 201, eff. 10-1-72.