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PSY 1, 2
ORDER ADOPTING RULES

Filed June 11, 1970
2:25 P.M.

Section 227.024, Wis. Stats., requires that an agency shall adhere substantially to the following form in preparing a rule for filing with the secretary of state and the revisor of statutes:

ORDER OF THE PSYCHOLOGY EXAMINING BOARD
ADOPTING, AMENDING OR REPEALING RULES

Pursuant to authority vested in the Psychology Examining Board by Sections 455.08 Wisconsin Statutes, the Psychology Examining Board hereby adopts rules as follows:

Chapters PSY I and PSY II of the WISCONSIN ADMINISTRATIVE CODE are adopted to read:

CERTIFICATE

STATE OF WISCONSIN

DEPARTMENT OF REGULATION AND LICENSING

TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, Charles S. Cleeland, Ph.D., Secretary of the Psychology Examining Board, and custodian of the official records of said Board, do hereby certify that the annexed rules and regulations (or amendments to rules and regulations), relating to Rules of Board of Examiners In Psychology, were duly approved and adopted by this Board on May 16, 1970.

I further certify that said copy has been compared by me with the original on files in this Department of Regulation and Licensing and that the same is a true copy thereof, and of the whole of such original.



IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the official seal of the Psychology Examining Board at 110 North Henry Street in the city of Madison this 11th day of June A.D. 1970.

A handwritten signature in cursive script, appearing to read "Charles Cleeland".

Charles S. Cleeland, Ph.D.
Secretary of the Board

RULES OF
BOARD OF EXAMINERS IN PSYCHOLOGY

Chapter PSY I

- PSY 1.01 Psychologists shall be governed in their practice by the "Ethical Standards of Psychologists" established by the American Psychological Association, 1963 Revision. Pamphlets containing these standards are on file at the offices of the Department of Regulation and Licensing, the Secretary of State, and the Revisor of Statutes.
- PSY 1.02 All applicants shall take a written, multiple choice examination covering the contents of the "Ethical Standards of Psychologists". Satisfactory performance on this exam shall be at the discretion of the Board, who may elect to examine the applicant further during his appearance before the Board.
- PSY 1.03 The Board will not act upon an original application for examination and appearance before the Board until it has received the following:
- (1) The required fee
 - (2) Official transcripts of graduate and undergraduate training, properly attested to by the degree-granting institution and submitted by the institution directly to the Board; and
 - (3) Any documentation of training, supervision, employment and educational experience which is deemed by the Board as necessary in the evaluation of the applicant's credentials.
- PSY 1.04 When a psychologist presents evidence of competence in only a circumscribed area of practice, the Board, before granting a license, shall require the applicant to submit, in writing, a description of his area of competence and a statement of his intent to limit his practice offered to the public for a fee to this area. In such cases, proof that the applicant, if licensed, has gained further education and/or supervised experience which would broaden the applicant's competence should be submitted to the Board for approval before a new area of practice is initiated.
- PSY 1.05 In the case of each application, the Board shall judge the appropriateness of the graduate work offered on the basis of a review of the complete official transcripts of courses describing that work.
- PSY 1.06 In evaluating educational qualifications, the Board shall take into consideration the appropriateness of the training offered, and will permit, when appropriate, doctoral degrees in educational psychology, counseling, and guidance and other psychological specialties.

Chapter PSY II

Rules and Regulations Governing Practice

PSY 2.01 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.

PSY 2.02 The following rules of professional conduct are promulgated under the authority of section 455.08 and section 455.09 (1) (g) of the Wisconsin Statutes 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.

- (b) Individual listing in telephone directories shall be limited to name, highest relevant degree, license and/or diplomate status, address, and telephone number, and field of specialization.
- (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 himself in any telephone or other public directory, newspaper, or any other communication media including newspapers, magazines, television, radio broadcasts, or any other advertising matter distributed to the public.



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Charles S. Cleeland

Charles S. Cleeland, Ph.D.
Secretary of the Board