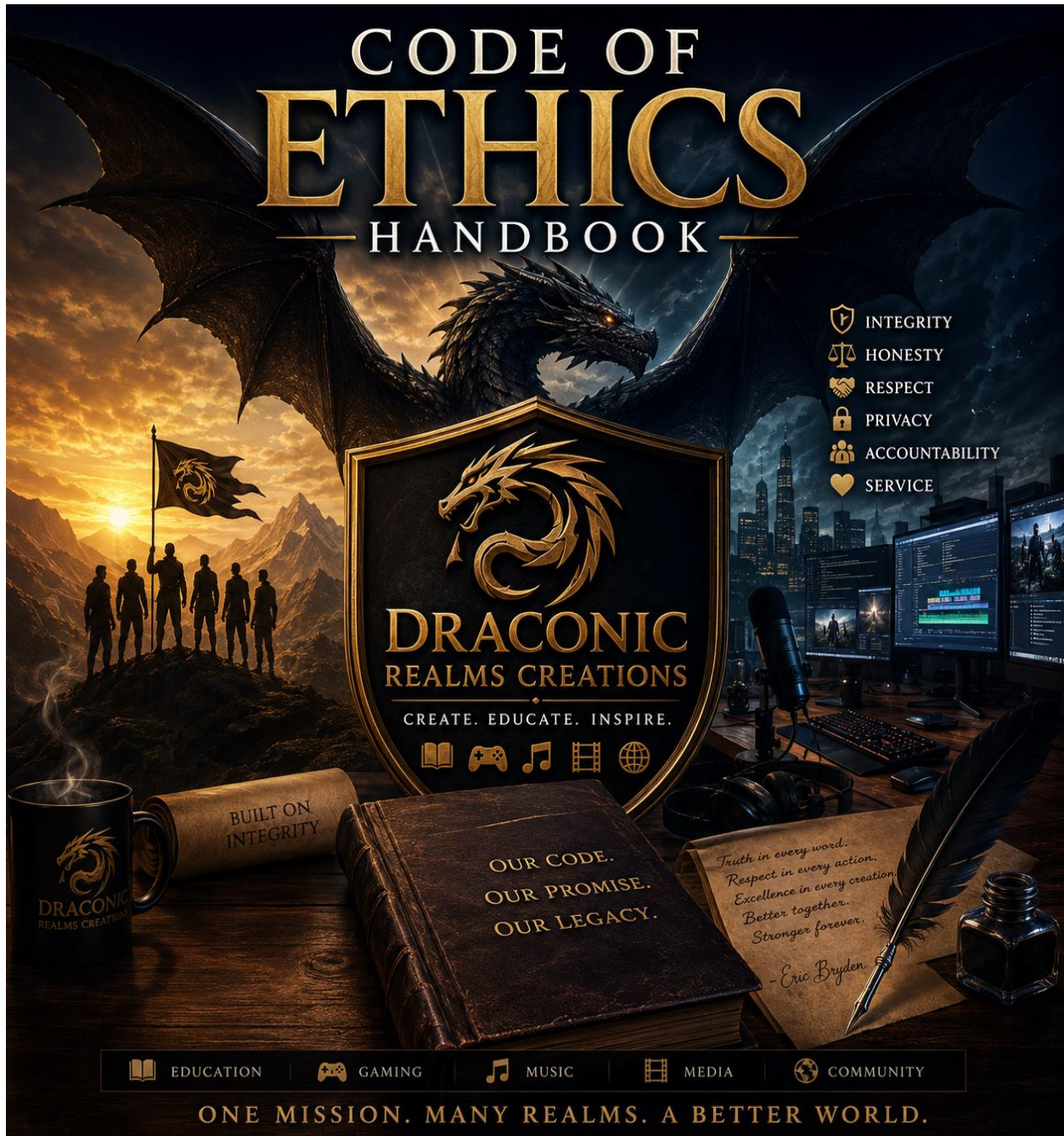




<https://www.youtube.com/watch?v=XE42c9cbcEo>

Draconic Realms Creations Code of Ethics

for

Digital Communication

Eric Bryden



Introduction

Digital communication allows organizations to connect with audiences around the world in seconds. That same speed also increases the potential for misinformation, copyright violations, privacy concerns, and unethical messaging. As the founder of Draconic Realms Creations (DRC), I believe every employee has a responsibility to communicate honestly, ethically, and legally while representing the company. This code of ethics establishes the standards all employees should follow when creating digital content, communicating with customers, developing marketing materials, managing social media, producing music, publishing educational resources, or interacting with online communities.

The guidelines below were developed after reviewing professional ethical standards from the Society of Professional Journalists (SPJ), the Public Relations Society of America (PRSA), and principles discussed throughout this course regarding media law, free speech, truthfulness, accountability, and digital responsibility.

Analysis of Existing Professional Codes of Ethics

Although professional organizations serve different industries, their ethical principles are remarkably similar. The Society of Professional Journalists (2024) emphasizes seeking truth, minimizing harm, acting independently, and remaining accountable. Likewise, the Public Relations Society of America (2024) highlights honesty, fairness, advocacy, independence, expertise, and loyalty. These organizations recognize that ethical communication depends upon public trust.

Another common theme is transparency. Ethical communicators clearly identify sponsored content, avoid deceptive editing practices, and correct mistakes when they occur. Respect for intellectual property is another shared principle, requiring communicators to properly credit creators and comply with copyright laws.

Finally, nearly every professional code emphasizes accountability. Ethical communicators accept responsibility for their work, admit errors, and correct misinformation instead of ignoring or hiding mistakes. These recurring themes formed the foundation for the Draconic Realms Creations Code of Ethics.



DRACONIC REALMS CREATIONS

— IMAGINE • CREATE • CONQUER —

CODE OF ETHICS

FOR DIGITAL COMMUNICATION

At Draconic Realms Creations, we are committed to honest, respectful, and responsible communication in every digital space. This Code of Ethics guides how we create, share, and engage with content, communities, and each other.

1 ALWAYS COMMUNICATE TRUTHFULLY



Employees must never intentionally publish false, misleading, or deceptive information.

JUSTIFICATION
Trust is the foundation of every successful organization. Customers who discover false information lose confidence in the company and its products.

EXAMPLE
If an employee accidentally publishes incorrect information about a game guide or educational resource, the mistake should be corrected immediately with an explanation rather than quietly deleting the content.

2 RESPECT COPYRIGHT AND INTELLECTUAL PROPERTY



Employees will only use media, music, graphics, videos, photographs, or written material that the company owns, has licensed, or has permission to use.

JUSTIFICATION
Respecting intellectual property protects creators while reducing legal risk under U.S. copyright law.

EXAMPLE
Instead of copying artwork from another website, employees should create original graphics or purchase properly licensed assets.

3 PROTECT USER PRIVACY



Employees must safeguard customer information and only collect data necessary to provide services.

JUSTIFICATION
Consumers expect organizations to protect personal information. Mishandling customer data damages trust and may violate privacy regulations.

EXAMPLE
Customer email addresses collected for newsletters may never be sold or shared with outside organizations without permission.

4 PRACTICE TRANSPARENCY



Employees should clearly disclose sponsored content, affiliate partnerships, AI-assisted content when appropriate, and paid promotions.

JUSTIFICATION
Transparency allows audiences to evaluate information fairly and prevents deceptive marketing practices.

EXAMPLE
If DRC earns a commission from recommending a software product, that relationship should be disclosed.

5 TREAT EVERY COMMUNITY MEMBER WITH RESPECT



Employees will communicate professionally regardless of disagreements or criticism.

JUSTIFICATION
Digital communication lasts indefinitely and reflects upon the entire organization.

EXAMPLE
Instead of responding emotionally to negative comments on social media, employees should acknowledge concerns respectfully and attempt to resolve problems professionally.

6 VERIFY INFORMATION BEFORE PUBLISHING



Employees should fact-check information using reliable sources before creating articles, videos, guides, or educational materials.

JUSTIFICATION
Publishing inaccurate information damages credibility and spreads misinformation.

EXAMPLE
Before publishing a Palworld guide or legal article, employees should verify facts using official documentation or multiple reliable sources.

7 ACCEPT RESPONSIBILITY AND CORRECT MISTAKES



Employees are expected to acknowledge mistakes promptly and provide corrections whenever inaccurate information has been published.

JUSTIFICATION
Accountability strengthens public trust and demonstrates organizational integrity.

EXAMPLE
If a news article or tutorial contains incorrect information, an updated version should clearly identify the correction instead of pretending the mistake never happened.

8 USE ARTIFICIAL INTELLIGENCE RESPONSIBLY



Artificial intelligence should support creativity rather than replace human judgment.

JUSTIFICATION
AI can improve productivity, but ethical responsibility remains with the human creator. Employees must review AI-generated content for accuracy, bias, originality, and legal compliance.

EXAMPLE
If AI assists with writing marketing copy or educational content, employees must verify all facts before publication and ensure copyrighted material has not been improperly reproduced.

BEST ETHICAL PRACTICES FOR EMPLOYEES

To ensure these ethical principles become part of everyday work, all Draconic Realms Creations employees should follow these best practices:

- Verify facts before publishing digital content.
- Cite reliable sources whenever information is based on outside research.
- Respect copyright laws and licensing agreements.
- Create original content whenever possible.
- Protect customer privacy and confidential information.
- Disclose sponsorships, affiliate relationships, and AI assistance when appropriate.
- Respond to professional criticism and disagreements.
- Correct errors promptly and transparently.
- Consider the long-term impact of every digital message before publication.
- Ensure all communication reflects honesty, fairness, respect, and accountability.

CONCLUSION

Digital communication carries significant ethical responsibilities because information can be shared instantly with global audiences. The Draconic Realms Creations Code of Ethics is designed to ensure employees communicate truthfully, respect intellectual property, protect user privacy, and remain accountable for their work. By following these guidelines, employees help strengthen public trust while supporting responsible communication practices that comply with legal standards and ethical expectations. As technology continues to evolve, these principles will remain essential for maintaining integrity, credibility, and professionalism across all digital platforms.

OUR COMMITMENT

We create with integrity.
We communicate with respect.
We build a community we are proud to be part of.

Together, we imagine, create, and conquer.

Employee Signature: _____
Date: _____



DRACONIC REALMS CREATIONS

DRACONIC REALMS CREATIONS • IMAGINE • CREATE • CONQUER

1. Always Communicate Truthfully

Employees must never intentionally publish false, misleading, or deceptive information.

Justification

Trust is the foundation of every successful organization. Customers who discover false information lose confidence in the company and its products.

Example

If an employee accidentally publishes incorrect information about a game guide or educational resource, the mistake should be corrected immediately with an explanation rather than quietly deleting the content.

2. Respect Copyright and Intellectual Property

Employees will only use media, music, graphics, videos, photographs, or written material that the company owns, has licensed, or has permission to use.

Justification

Respecting intellectual property protects creators while reducing legal risk under U.S. copyright law.

Example

Instead of copying artwork from another website, employees should create original graphics or purchase properly licensed assets.

3. Protect User Privacy

Employees must safeguard customer information and only collect data necessary to provide services.

Justification

Consumers expect organizations to protect personal information. Mishandling customer data damages trust and may violate privacy regulations.

Example

Customer email addresses collected for newsletters may never be sold or shared with outside organizations without permission.

4. Practice Transparency

Employees should clearly disclose sponsored content, affiliate partnerships, AI-assisted content when appropriate, and paid promotions.

Justification

Transparency allows audiences to evaluate information fairly and prevents deceptive marketing practices.

Example

If DRC earns a commission from recommending a software product, that relationship should be disclosed.

5. Treat Every Community Member with Respect

Employees will communicate professionally regardless of disagreements or criticism.

Justification

Digital communication lasts indefinitely and reflects upon the entire organization.

Example

Instead of responding emotionally to negative comments on social media, employees should acknowledge concerns respectfully and attempt to resolve problems professionally.

6. Verify Information Before Publishing

Employees should fact-check information using reliable sources before creating articles, videos, guides, or educational materials.

Justification

Publishing inaccurate information damages credibility and spreads misinformation.

Example

Before publishing a Palworld guide or legal article, employees should verify facts using official documentation or multiple reliable sources.

7. Accept Responsibility and Correct Mistakes

Employees are expected to acknowledge mistakes promptly and provide corrections whenever inaccurate information has been published.

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Accountability strengthens public trust and demonstrates organizational integrity.

Example

If a news article or tutorial contains incorrect information, an updated version should clearly identify the correction instead of pretending the mistake never happened.

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Artificial intelligence should support creativity rather than replace human judgment.

Justification

AI can improve productivity; but ethical responsibility remains with the human creator.

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Best Ethical Practices for Employees

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- Consider the long-term impact of every digital message before publication.
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Digital communication carries significant ethical responsibilities because information can be shared instantly with global audiences. The Draconic Realms Creations Code of Ethics is designed to ensure employees communicate truthfully, respect intellectual property, protect user privacy, and remain accountable for their work. By following these guidelines, employees help strengthen public trust while supporting responsible communication practices that comply with legal standards and ethical expectations. As technology continues to evolve, these principles will remain essential for maintaining integrity, credibility, and professionalism across all digital platforms.

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