



**MOM'S CHOICE AWARDS®**  
Honoring excellence in family-friendly  
media, products and services.

**CODE OF ETHICS**  
For Reviewers and Judges

The Mom's Choice Awards® (MCA) advances and promotes ethical practices in order to ensure fairness and objectivity to all and to maintain the honor and integrity of its participants and assisting evaluators (reviewers and judges) herein after referred to as "Reviewer".

1. Reviewer pledges to review the MCA Content Classification Standards posted on the MCA website at [www.momschoiceawards.com/enter](http://www.momschoiceawards.com/enter).
2. Reviewer pledges that, in the event critiques are requested, all critiques given will be constructive in nature and are provided to with the sole intent for the betterment of work and personal growth. He/she will refrain from criticism unless specifically requested to do so by a participant and, in such instances, will remain positive where possible in an effort to promote goodwill and advance the level of quality among products/services.
3. Reviewer pledges to allow eligibility to all participants who meet the criteria for the appropriate reward. He/she will be uniform in his eligibility requirements and will fairly evaluate all products/services against the criteria that is/was in force at the time of nomination.
4. Reviewer pledges not to grant an award to individuals, organizations, and institutions endorsing, demonstrating, or promoting hate literature, hateful attitudes, sex, sexism, racism, discrimination, prejudice, abusive behavior, as well as practicing any illegal, immoral, unethical, or perverse activity.
5. Reviewer pledges not to discriminate against participants on grounds of race, gender, national origin, beliefs, profession, age, or handicaps.
6. Reviewer pledges to inform the MCA in writing with a "Refusal to Evaluate" if it is found that a conflict of interest would occur in evaluating certain award categories, products or services.
7. Reviewer pledges to refrain from any direct correspondence or communication with participants until after the recipients have been announced.
8. Reviewer pledges not to divulge any information about participants to individuals and parties outside the awards program. All information received from participants will be deemed private, sensitive material to be treated in the strictest confidence.
9. Reviewer pledges that under no circumstances will he/she deliberately endorse or promote any person, party, or product/service that encourages or promotes violations of human and animal rights or any content that wantonly causes, or may cause denigration or damage to living creatures, be they sentient or not.
10. Reviewer pledges not to accept favors of any sort in exchange for preferential treatment of submissions. He/she will, at all times, maintain the highest standard of honesty, integrity, and trust.
11. Reviewer pledges to take any measure necessary to maintain the honor and integrity of the MCA and its participants, recipients, sponsors and judges.
12. Reviewer pledges to make every effort to meet stated deadlines and to immediately inform the MCA of any reason they are unable or unwilling to fulfill their commitment.