Although positive psychology (PP) was initially conceived as more a shift in perspective (towards the ‘positive’), in pragmatic terms, it is arguably beginning to function as a distinct discipline. For instance, increasing numbers of people are self-identifying as PP ‘practitioners’ and even ‘positive psychologists’ (even if this label is problematic). Thus, we contend it is time for the field to develop a system of professional (e.g., ethical) guidelines to inform the practice of PP. To this end, we have embarked upon a process of drawing up a system of such guidelines to inform practice in the field. This process includes learning from other ethical frameworks, and liaising with key stakeholders to gather their expert opinion. This presentation will give an update on this process, with a view to encouraging widespread adoption and dissemination of the guidelines that will eventually be produced.