



Code of Ethics & Standards of Conduct (Corporate)

CODE OF ETHICS

I do hereby commit myself to the highest ethical and professional conduct and agree:

1. to accept responsibility in making business decisions consistent with the safety and welfare of the public, and to disclose promptly factors that might endanger the public;
2. to avoid real or perceived conflicts of interest whenever possible, and to disclose them to affected parties when they do exist;
3. to be honest and realistic in stating claims or estimates based on available data;
4. to reject bribery in all of its forms;
5. to inform the client of the level of fitness and suitability of the product for his or her own purposes;
6. to seek, accept, and offer honest criticism of business work, to acknowledge and correct errors, and to credit properly the contributions of others;
7. to assist colleagues and co-workers of each member in their professional development and to support them in following this code of ethics.

As individuals, we agree on the following statements:

To the public: I will endeavor at all times to protect the public interest. I will strive to promote my products within the limits of truth and honesty. I will not represent myself as an authority on topics in which I lack competence.

To myself and my profession: I will guard my competence and effectiveness as valuable assets. I will work to maintain them despite changing circumstances and requirements. I will demonstrate the highest personal standards of moral responsibilities, character, and integrity when acting in my professional capacity.

To my colleagues: I will treat my colleagues with integrity and respect their right to success.

STANDARDS OF CONDUCT

The Code of Ethics is a set of ideals that can constitute a pledge for an association member, executive or manager. The Standards of Conduct are intended to extend the code into more specific statements as follows:

Due to my obligation to the public:

- I will not unnecessarily withhold information pertinent to public issues relating to my field of action. I will work to enhance the public's understanding of the above field and its current capabilities and limitations.
- I will not disseminate, nor allow to go unchallenged, false or misleading information that I believe is likely to have significant consequences.
- I will not offer professional information or advice that I know to be misleading, or whose accuracy is beyond my competence to assess.
- I will refrain from acquiring, through my position or special knowledge, for my own or others' use, information which is not rightly mine to possess.
- I will obey the laws of the applicable jurisdictions, and will not counsel nor assist any person or party, to act in any unlawful way. I will inform appropriate authorities if I become aware of illegal actions.

Due to my obligation to myself and my profession:

- I will not knowingly allow my competence to fall short of that necessary to reasonably carry out my duties.
- I will conduct my professional duties in such a manner as to cause no harm to the stature of the profession.
- I will take appropriate action on reasonably certain knowledge of unethical conduct on the part of a colleague.
- I will present my qualifications, expertise or experience, as a professional, giving an accurate and fair image. I will limit my contributions to my area(s) of expertise.

Due to my obligation to my colleagues:

- I will not unnecessarily withhold information pertinent to my work or profession.
- I will give full acknowledgement to the work of others.
- I will endeavor to share my knowledge and skills with my colleagues to achieve successful results for the business in general.

Due to my obligation to my clients:

- I will accept responsibility for my work and for meeting commitments.
- I will guard the legitimate confidentiality of my client's private information.
- I will ensure my client is aware of appropriate expertise and current professional knowledge pertinent to the specific task(s) at hand.
- I will respect my commercial obligation to my clients. I will honor all contractual agreements and confidentiality requirements. I will keep confidential other companies' information, particularly as regards data.
- I will reject work that I feel would be unethical or would use resources that I know to belong to others.
- I will avoid conflicts of interest and will give notice of potential conflicts.