



1. Purpose and Scope

This Code of Ethics outlines the ethical principles and standards of conduct expected of all employees, officers, directors, and representatives of The Marketing Society. It serves as a guide for making ethical decisions in our professional lives and in conducting business on behalf of the company.

2. Core Values

Our Code of Ethics is built upon the following core values:

- Integrity
- Respect
- Accountability
- Excellence
- Transparency

3. Ethical Standards

3.1 Honesty and Integrity

We conduct our business with honesty and integrity. We are committed to truthfulness in all our professional communications and interactions.

3.2 Respect for Individuals

We treat all individuals with dignity and respect, valuing diversity and inclusivity in our workplace and in our business relationships.

3.3 Fairness

We deal fairly with our customers, suppliers, competitors, and employees. We do not take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair dealing practice.



3.4 Confidentiality

We respect and protect the confidentiality of information relating to the company, our customers, and our employees. We use confidential information only for legitimate business purposes.

3.5 Conflicts of Interest

We avoid situations where personal interests could conflict, or appear to conflict, with the interests of the company. Any potential conflicts must be disclosed promptly.

3.6 Compliance with Laws and Regulations

We operate under UK law, regulation and jurisdiction.

3.7 Protection and Proper Use of Company Assets

We protect the company's assets and ensure their efficient use. Company assets should be used only for legitimate business purposes.

3.8 Environmental Responsibility

We conduct our business in an environmentally responsible manner and strive to minimise our environmental impact.

4. Responsibilities

4.1 Employee Responsibilities

All employees are expected to:

- Read, understand, and comply with this Code of Ethics
- Seek guidance when unsure about the proper course of action
- Report suspected violations of the Code



4.2 Leadership Responsibilities

Leaders at all levels are expected to:

- Lead by example, demonstrating ethical behaviour in their actions
- Ensure their teams understand and adhere to the Code
- Foster an environment where ethical concerns can be raised without fear of retaliation

5. Reporting Violations

Employees are encouraged to report any suspected violations of this Code of Ethics or any unethical behaviour. Reports can be made to the immediate line manager. We are committed to protecting those who report violations in good faith from retaliation.

6. Enforcement

Violations of this Code of Ethics may result in disciplinary action, up to and including termination of employment. In some cases, violations may also lead to civil or criminal penalties.

7. Communication

The Code will be communicated in the Company Handbook.

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