



### 1. GENERAL PROVISIONS

The principles set out in the Code of Ethics reflect the core values of the people associated with AWENA Advertising Agency. These values are rooted in generally accepted ethical principles and good professional practices. The Code does not constitute a set of standards replacing the existing provisions of law. Any person working or associated with Awena must follow the principles set out in the Code of Ethics. This is an absolute duty of every employee and associate.

Everyone is obliged to actively promote and protect the principles expressed in the Code of Ethics. Consequently, everyone has a duty to inform the Agency of any violation of the Code of Ethics.

Such violations, even potential ones, should be reported by email to: [biuro@awena.pl](mailto:biuro@awena.pl). Reports will be processed with privacy and confidentiality, in accordance with the policies and procedures and applicable laws. The reporting person will be subject to all protection under the applicable laws.

### 2. COMPLIANCE WITH THE LAW

*The law is mainly used to give lawyers something to live off (Raymond Chandler).*

We (fortunately) do not live off the law, we just obey it. Compliance with all laws and regulations is the foundation of every aspect of Awena's business, which is why each of our employees and associates has an absolute duty to comply with the law.

In particular, employees and associates must comply with the laws relating to advertising and intellectual property rights. It is not acceptable to copy someone else's ideas or to use illegal solutions, even if expressly requested to do so. We create reality, not copy it!



### **3. COMPLIANCE WITH ETHICAL STANDARDS**

*Shame may restrain what law does not prohibit (Seneca the Younger).*

Not wishing to be ashamed, we comply with the law and follow the industry's ethical standards expressed, for example, in the Code of Advertising Ethics. Each employee or associate of Awena shall observe such ethical standards in the performance of any activity for or on behalf of the Agency.

### **4. COOPERATION WITH CLIENTS**

*The Client is King!*

Client satisfaction is our priority. We provide our Clients with the highest-quality services by all possible and legal means. Offering exceptional and innovative services in terms of projects and know-how used is the main goal we are trying to achieve.

We always provide our Clients with complete and accurate information about the Agency's services, so that our Clients can make informed decisions about establishing or continuing cooperation with us.

### **5. ATTITUDE TOWARDS CONSUMERS**

The positive reception of our advertisements and our services by Consumers comes first. We therefore act in full respect of the legitimate interests of Consumers, which are protected by the applicable laws. Our services and solutions are also created in accordance with ethical principles. We ensure that our services, including advertising, do not contain, in particular: content that discriminates in any way, elements that encourage acts of violence, content that motivates the viewer to make a purchase through the use of random events, evoking fear or a sense of fear, content that exploits the lack of experience or knowledge of the viewer, content that misleads the viewer, content that promotes attitudes that question animal rights. Special attention shall be paid to services and advertising aimed at children and young people, as well as advertising containing environmental information.

### **6. ATTITUDE TOWARDS EMPLOYEES AND ASSOCIATES**

In selecting our employees and associates, we are guided by the criteria of professional competencies, skills, merit, creativity, imagination and adherence to the values expressed in the Code. We negate any form of unlawful discrimination or favouring certain individuals at the expense of others, e.g. during recruitment or promotion. We take care of our employees and associates, supporting their personal and professional development and creating initiatives to improve their professional qualifications and competencies.



All of Awena's people are guaranteed equal access to training and professional development. We believe in the strength of cooperation between our employees and associates. For this reason, we promote effective cooperation based on common values, goals and methods, maintained through the passion for work which is manifested by all our employees.

Remuneration is based on transparent criteria. We support the development of all people who strive to achieve the Agency's business goals. In assessing the performance of each employee, we take into account such factors as passion, commitment and innovation of ideas.

Our relationship with employees and associates is based on respect for their personal dignity. Together, we strive to create a work environment where people can freely express their views, while respecting the views of others.

No one may be discriminated against on the basis of race, religion, nationality, skin colour, age, gender, marital status or health status. We offer women and men equal opportunities for development, treating differences as an advantage and a multiplier of the overall wealth of professional competencies, skills and working styles. We are committed to protecting the mental and physical health of our employees and associates by promoting a work-life balance.

Together we strive to provide a clean, healthy and safe working environment in accordance with the best standards and the provisions of law.

## **7. RELATIONS WITH SUPPLIERS**

We select our suppliers and work with them in a fair and transparent manner. In this respect, we are guided by the principles of fair competition, impartiality and fair assessment of the quality of goods or services provided to us.

We only work with suppliers who share the values set out in the Code of Ethics and who comply with the applicable laws. Violation of the principles of our Code or violation of the law precludes you from establishing or continuing cooperation with us!



**8. RELATIONS WITH PUBLIC AUTHORITIES**

We act in full respect of the law implemented by democratically appointed local, regional and national authorities. We do not engage in or support any political activity, particularly activity based on the promotion of hatred, prejudice or discrimination against certain groups or individuals. Therefore, members of the authorities cannot count on privileges or special treatment from us either.

**9. RELATIONS WITH COMPETITORS**

We compete honestly with our competitors and even enjoy it. We never undermine their reputation. We respect the rights of our competitors, including copyrights. Nor do we take action to illegally obtain information about competitors, such as industrial espionage, hiring competitors' employees to obtain confidential business information from them, or inducing competitors' employees or their Clients to disclose information they possess.

**10. CONFLICT OF INTEREST**

We strive to avoid all situations that may give rise to a conflict of interest or otherwise affect our ability to make impartial decisions and to look after Awena's interests. We must always act honestly and transparently in all situations involving third parties. Each of us has a duty to avoid any form of favouritism, entering into clandestine agreements, or making certain actions conditional on obtaining benefits for ourselves or a third party.

**11. MONEY LAUNDERING**

We only like „clean” money. We say no to dirty money. Where necessary, we use appropriate due diligence tools and verify all available information about potential business partners. We consider it unacceptable to conduct any business activity on behalf of the Agency that may potentially involve abuse or violation of the law.

**12. GIFTS**

Everybody likes gifts. So do we! However, it is not acceptable to offer or accept, in the course of business operations, any gifts that are intended to gain an unlawful advantage for you personally or for the Agency. Giving modest gifts occasionally helps to establish or build good relationships with our business partners, but a gift could never and cannot be a condition for establishing a relationship. A gift cannot be given in cash, cards, gift certificates or bearer securities (after all, we are a creative agency!). A gift should not be given to a business partner organising an offer competition or tender if the Agency has participated in such a competition or tender. The rules indicated above also apply to gifts given to us!



**13. INTELLECTUAL PROPERTY**

The foundation of our business is its rich know-how and the intellectual property rights held (in particular copyrights, patents, trademarks, trade secrets, design rights, logos, computer programs, and business processes). Therefore, we make every effort to protect our know-how and intellectual property rights. The Agency objects to the use of its know-how or rights for purposes other than those described in the relevant contracts, rules or terms and conditions. In particular, employees and associates should refrain from using the results of their work to which the Agency has acquired rights (i.e. anything created during the time allocated to the Agency, at the Agency's expense or in the performance of their contractual duties) for personal purposes, including, for example, by publishing such results on websites, social networking sites, etc.

**14. PRIVACY AND PERSONAL DATA PROTECTION**

Everyone has a duty of care when processing personal data to which he or she will have access during his or her cooperation with Awena. With regard to personal data, everyone is obliged to act in accordance with the applicable law and the provisions of the security policy as regards personal data protection.

**15. CONFIDENTIAL INFORMATION**

We must keep all confidential information that we receive, or to which we have access, confidential in accordance with agreements concluded and the rules or policies of Awena.

**16. ENVIRONMENTAL PROTECTION**

We try to conduct our business in a way that does not threaten the environment. In the course of our work we strive to reduce paper consumption as much as possible by using electronic documents. We segregate the waste we produce and reuse packaging that is suitable for this. Wherever possible, we use materials and raw materials that are as environmentally friendly as possible, including recycled materials. We reduce energy consumption by using energy-efficient equipment and solutions.

