

Code of conduct

Adtraction



ADTRACTION

Code of conduct

This Code of conduct outlines the principles and standards of behavior expected from all employees, contractors, and partners of Adtraction. Adherence to these guidelines ensures we maintain the highest levels of integrity and ethics in our business operations.

Anti-bribery and corruption

Zero tolerance: Adtraction strictly prohibits bribery and corruption in any form. Employees must not offer, give, solicit, or accept any form of bribe or kickback.

Gifts and hospitality: Any gifts or hospitality must be appropriate, transparent, and reported. They must not influence business decisions or create a conflict of interest.

Due diligence: Conduct thorough due diligence on third parties to ensure they comply with anti-bribery laws and standards.

Whistle-blowing

Protection: Employees who report unethical behavior or violations of this Code in good faith will be protected from retaliation.

Reporting mechanism: Adtraction provides a confidential and anonymous reporting system for employees to raise concerns about misconduct or unethical behavior (hr@adtraction.com)

Investigation: All reports of misconduct will be promptly and thoroughly investigated with appropriate corrective actions taken.

Anti-money laundering (AML)

Compliance: Employees must comply with all applicable AML laws and regulations. This includes reporting suspicious activities and conducting customer due diligence.

Training: Regular training on AML policies and procedures will be provided to ensure employees understand their responsibilities.

Record keeping: Maintain accurate records of transactions and customer information to support AML compliance.

Anti-slavery and human trafficking

Prohibition: Adtraction has zero tolerance for slavery, forced labor, and human trafficking in its operations and supply chains.



Supplier compliance: Adtraction works with suppliers and contractors that adhere to anti-slavery laws and standards.

Ethics policies

Conflict of interest: Employees must avoid situations where personal interests conflict with the interests of Adtraction. Disclose any potential conflicts to management.

Fair competition: Engage in fair and honest competition. Do not engage in practices that distort the market or provide unfair advantages.

Confidentiality: Protect confidential information and do not disclose it without proper authorization. Respect the privacy of colleagues, customers, and partners.

Conclusion

Adherence to this Code of conduct is mandatory for all employees, contractors, and partners of Adtraction.

