

iq digital

# Code of Conduct

Date: 20.05.2024

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## 1. Scope

This Code of Conduct serves as a guide for our daily actions, ensuring that we not only achieve our business goals but also adhere to ethical standards aligned with our corporate philosophy and social responsibility. The Code of Conduct applies universally to all our employees at all locations of iq digital media marketing gmbh.

This Code reflects our commitment to act as a responsible company that embeds its values in every aspect of its operations. It is a living document that mirrors our shared values and guides us in implementing them in our daily business activities.

## 2. Our Core Values

Our core values are the fundamental beliefs and ethical ideals that define the essence of our organization. They represent what is essential to us and shape our corporate culture. The eight core values of iq digital guide our actions and form the basis of our decisions and interactions:

- **Courage**

We encourage all employees to think innovatively and make bold decisions. Courage means embracing challenges and venturing into the new to act decisively and visionary, even in uncertain times. We foster a culture where mistakes are seen as opportunities for learning and growth, supporting everyone in pushing personal and professional boundaries.

- **Responsibility**

Every employee bears responsibility not only for their actions but also for the welfare of our company and community. We act transparently and accountably, taking responsibility beyond individual work areas. We all contribute to achieving our goals and support colleagues and projects to deliver excellent results.

- **Openness**

We view openness as a key element for innovation and progress. Openness goes beyond transparent communication; it is an invitation to everyone to freely express ideas, concerns, and suggestions without fear of judgment or disadvantages. We value diverse perspectives and encourage active dialogue and sharing of unique insights and experiences.

- **Imagination**

We value imagination as a driving force behind innovation and creativity. Imaginative thinking not only generates new ideas but also enables unconventional solutions to complex challenges. We create an environment where employees are encouraged to explore and expand their creative limits.

- **Respect**

Respect is a fundamental prerequisite for all our interactions—internally among colleagues and externally with clients, partners, and stakeholders. Respect means valuing each individual for their ideas, feelings, and experiences and embracing diversity in all forms.

- **Appreciation**

Appreciation means recognizing and celebrating the contributions of each individual, regardless of position or task within the company. We offer incentives to honor outstanding performance and the dedication of our team.

- **Community**

We see ourselves not only as a team but as a community that includes all our employees, clients, and partners. Community means working together to achieve goals, supporting each other, and contributing positively to society.

- **Equality**

Equality is a fundamental principle that guides our decisions and interactions. We are committed to ensuring equal opportunities for all employees regardless of gender identity, age, ethnicity, religion, sexual orientation, disability, or other characteristics.

### 3. **Our Core Principles**

While our core values represent the "why" of our actions, our core principles define the "how" in practical terms. They guide the implementation of these values in daily decisions and situations:

- **Fostering Innovation**

We encourage employees to explore boundaries and develop innovative ideas. Our Product Development & Innovation team acts as a facilitator for innovation, providing various ideation formats and support for pilot projects.

- **Transparency in Decisions**

We promote open discussions about corporate decisions and strategic directions. Employees are encouraged to voice their opinions and concerns, even when they differ from the majority view.

- **Viewing Mistakes as Learning Opportunities**

We embrace a culture where mistakes are seen as unavoidable parts of the learning process and can be discussed without fear. Mistakes are used to understand root causes and optimize future processes and systems.

- **Proactive Market Strategies**

We encourage our teams to explore new markets and innovative business models proactively. This includes taking calculated risks to seize growth opportunities before they become mainstream.

- **Defending Ethical Standards**

Employees at all levels are expected to act ethically and make decisions that uphold the company's integrity and values.

- **Supporting Personal Development**

We provide support and resources for employees to develop new skills and grow professionally. Individual career paths are identified through regular feedback sessions and annual development reviews.

- **Promoting Sustainability**

We are committed to sustainable products, processes, and practices across all business areas to secure resources for future generations.

- **Strengthening Accountability**

All employees are encouraged to take personal responsibility for their tasks and their impact on the company's overall outcomes.

- **Intercultural Competence**

We promote and value cultural diversity within the company, recognizing its importance in a globalized economy.

- **Recognizing Individual Contributions**

We foster an environment of mutual respect and ensure every contribution is acknowledged and appreciated.

- **Equal Opportunities**

We ensure equal opportunities for all employees in hiring, promotion, and professional development.

#### **4. Commitment to Human Rights**

We are committed to respecting human rights as defined by the Universal Declaration of Human Rights and other international standards. This commitment is a fundamental part of our ethical framework and corporate responsibility.

#### **5. Ethical Integrity and Legal Compliance**

We adhere to the highest standards of ethical integrity and legal compliance in all our business practices. Our reputation and success depend on the strict observance of these principles and the trust of our clients, partners, and the public.

#### **6. Sustainability and Environmental Protection**

We are committed to responsible actions that align with environmental protection and sustainable practices, reducing our ecological footprint, and promoting circular economy principles.

#### **7. Managing Conflicts of Interest**

We commit to making all business decisions transparently and in the best interest of the company and its stakeholders. Employees must disclose any potential conflicts of interest promptly.

#### **8. Fair Competition**

We uphold all applicable laws and regulations governing fair competition, recognizing that fair and open competition is fundamental to innovation and growth.

#### **9. Position Against Child and Forced Labor**

We strictly oppose any form of child or forced labor within our operations and supply chains, adhering to international labor standards.

## **10. Communication, Advertising, and Social Media**

We commit to honest, transparent, and responsible communication across all advertising and social media platforms.

## **11. Independent Quality Journalism and Advertising Ethics**

We uphold the principles of independent quality journalism and ethical advertising practices, ensuring integrity and trust in our media.

## **12. Sponsorship, Donations, and Political Influence**

We carefully select sponsorships and donations to align with our corporate values and contribute positively to society. We do not engage in political lobbying or donations unless in compliance with legal requirements.

## **13. Stakeholder Relations**

We actively involve stakeholders in decision-making processes to ensure a broad range of perspectives and promote the well-being of all stakeholders.

## **14. Anti-Money Laundering**

We strictly adhere to laws and regulations against money laundering, implementing clear procedures for reporting suspicious activities.

## **15. Whistleblower Protection and Issue Resolution Desk**

We provide a secure environment for employees to report unethical or illegal practices without fear of retaliation, ensuring all reports are handled confidentially and objectively.

## **Closing Words**

The success and integrity of iq digital media marketing gmbh depend on the consistent application and monitoring of our Code of Conduct. Let us work together to ensure iq digital remains a model of ethical behavior and corporate responsibility.

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