

iq digital

Supplier Code of Conduct

Date: 20.05.2024

Supplier Code of Conduct

Welcome to the **Supplier Code of Conduct** of iq digital

1. Scope

This Supplier Code of Conduct defines the fundamental requirements for all our suppliers regarding their responsibility for lawful and ethical conduct. It ensures that we, together with our suppliers, not only achieve business objectives but also uphold ethical standards aligned with our corporate philosophy and social responsibility. The Supplier Code of Conduct applies universally to all our suppliers at all locations of iq digital media marketing gmbh.

This Supplier Code of Conduct reflects our commitment to act as a responsible company. The goal is to foster a sustainable supply chain that operates in accordance with the ethical, social, and environmental principles of iq digital.

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. All suppliers are expected to recognize, uphold, and act in accordance with these eight core values:

- **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 individual is responsible not only for their actions but also for the welfare of our company and community. Transparency and accountability are key. Responsibility extends beyond individual work areas, encompassing social, environmental, and economic impacts of decisions. This includes promoting sustainable products and practices to minimize our ecological footprint and advocate for social justice and ethical business practices.

- **Openness**

Openness is a cornerstone for innovation and progress. It goes beyond transparent communication and invites everyone to express ideas, concerns, and suggestions freely, without fear of judgment or disadvantages. Valuing

diverse perspectives fosters an adaptive and continuously improving organization.

- **Imagination**

Imagination is a driving force for innovation and creativity. It enables unconventional solutions to complex challenges. We cultivate a supportive environment that encourages creative thinking through innovation events, brainstorming meetings, and workshops.

- **Respect**

Respect underpins all our interactions, internally among colleagues and externally with clients, partners, and stakeholders. Respecting diversity in all forms ensures an inclusive environment free from discrimination, harassment, or intolerance.

- **Appreciation**

Appreciation means recognizing and celebrating individual contributions, irrespective of position or task. It includes providing incentives for outstanding performance and fostering professional growth through career development and training.

- **Community**

We see ourselves as a community encompassing all employees, clients, and partners. Collaboration and mutual support are crucial to achieving goals and making a positive impact on society.

- **Equality**

Equality is a fundamental principle guiding our decisions and interactions. We ensure equal opportunities for all, regardless of gender identity, age, ethnicity, religion, sexual orientation, disability, or other characteristics.

3. Commitment to Human Rights

We and our suppliers are committed to respecting human rights as outlined in the Universal Declaration of Human Rights and other international standards. This includes ensuring a working environment free from discrimination, harassment, or exploitation, and safeguarding the dignity, privacy, and rights of individuals within our operations and supply chain.

Suppliers must strictly prohibit child labor and forced labor, provide fair working conditions, and respect the rights of employees to organize and engage in collective bargaining, in compliance with applicable laws.

4. Ethical Integrity and Legal Compliance

We adhere to the highest standards of ethical integrity and legal compliance and expect the same from our suppliers. Suppliers must comply with all relevant laws, regulations, and standards, including anti-corruption laws, data protection regulations, and labor rights.

5. Sustainability and Environmental Protection

Suppliers must act responsibly in alignment with environmental protection. This includes promoting sustainable practices, minimizing ecological impacts, reducing carbon footprints, and advancing circular economy principles such as reuse and recycling.

6. Working Conditions

Suppliers must maintain high standards in working conditions to ensure a fair and safe work environment. This includes:

- Compliance with labor laws: Adhering to legal working hours and compensating overtime appropriately.
- Workplace safety: Implementing safety measures and training to prevent workplace accidents and illnesses.
- Prohibition of discrimination: Ensuring no discrimination based on gender identity, age, religion, ethnicity, or sexual orientation.

7. Data Protection

This Supplier Code of Conduct emphasizes strict adherence to all relevant data protection laws, particularly the General Data Protection Regulation (GDPR).

Suppliers must:

- Ensure data security with appropriate technical and organizational measures.
- Conduct regular employee training on data protection requirements.
- Maintain transparency in data processing practices and provide clear data protection policies.
- Uphold individuals' rights to access, correct, and delete their personal data.

8. Fair Competition & Anti-Corruption

Suppliers must adhere to all applicable laws governing fair competition, including prohibiting collusion, monopolistic practices, and other unfair trade practices.

Suppliers are required to reject and actively combat corruption and bribery. Business processes must be transparent and verifiable, with no acceptance or provision of illicit advantages.

9. Position Against Child and Forced Labor

Suppliers must strictly comply with international standards against child and forced labor. Child labor is defined as work that is harmful or exploitative to children and interferes with their education, health, or development. Forced labor includes practices such as slavery, human trafficking, and bonded labor.

Suppliers must ensure that their operations and supply chains are free from any form of child or forced labor.

10. Anti-Money Laundering

Suppliers must comply with all applicable laws and regulations against money laundering. They must take active measures to protect their operations from misuse by money laundering activities.

11. Monitoring and Enforcement

We reserve the right to monitor compliance with this Supplier Code of Conduct. Violations may lead to a reevaluation and, if necessary, the termination of the business relationship.

The success of our collaboration with suppliers depends on the consistent application and monitoring of this Supplier Code of Conduct. We are committed to regularly reviewing and updating the Code to ensure its relevance and effectiveness.

Each supplier is responsible for upholding the principles of this Code daily and demonstrating them through their actions. Let us work together to ensure our partnership serves as a role model for ethical behavior and corporate responsibility.

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