

# Adopter Code of Ethics

## **Mission statement**

- Adopter is the b2b marketing company for green technology adoption. We help green technology companies get their tech adopted, so they can save the world. We believe that if green technologies are adopted, they can save the world from climate change and ecosystem collapse.

## ***Employee conduct***

- Employee conduct must be fully compliant with the law.
- Treat all persons with respect and fairness and act to avoid all forms of discrimination, bullying, and harassment.
- Be honest and worthy of customer trust.
- Avoid harm.
- Act professionally.
- Be on time and keep your commitments.
- Report misconduct to appropriate authorities/persons when necessary to protect the health and safety of other staff members, customers or the public.
- Disclose information in accordance with laws and regulations and additionally as deemed necessary (especially relating to environmental, social and governance information) without fraud or falsification.

## ***Conflicts of interest***

- No undue use of your position at Adopter for personal benefit or to benefit close associates.
- Avoid conflicts of interest and immediately inform the Board of any actual or potential conflicts of interest.
- Personal relationships (internally or externally relating to suppliers or customers) that could result in unfair advantage or disadvantage must be declared to the Board.
- Job positions will be fairly advertised and staff will not participate in the hiring or evaluation of their own family members to avoid nepotism.

- Staff with an imbalance of power within the company should not engage in romantic/sexual relationships.
- Bribes must not be accepted.

### ***Confidentiality***

- Staff will honour and maintain confidentiality when handling customer information.
- The data usage and privacy policy will be followed.

### ***Social and Environmental Responsibilities***

- Ethical Marketing policy should be followed.
- Act in a way that aligns with Adopter's emissions and energy reduction targets.
- Apply sustainability principles to our work.
- Act in a way that aligns with B corp values of putting people and planet alongside profit

### ***Company Assets***

- Best efforts will be used to protect company assets from loss or damage.
- Adopter's intellectual property will be protected and the rights of others to their own intellectual property will be respected and not infringed upon.

### ***Responsibility***

- Any breaches of the code of ethics will be handled by the Board of directors.