

# Battery Associates

## Code of Conduct - November 2020

Battery Associates is driven by a strong entrepreneurial spirit and the core principles of integrity, respect, and diversity. This Code of Conduct serves to bring these values into practice and guide the actions of those working with Battery Associates (“B.A”).

### Integrity

Individuals working with Battery Associates will not advise on, or participate in, any activity considered illegal, offensive or defamatory. If you become aware of any such activity, you are expected to bring the matter to the attention of Simon Engelke or a core B.A member.

### Privacy and Security

Battery Associates honours privacy and is clear about data protection. Working with B.A, you will ensure that customers and members of the network can trust us to protect their privacy and use their data in the ways that they permit us. This includes abiding by current privacy laws and providing clear privacy notices when collecting or processing personal data, as well as building secure products and services.

### Protect Confidential Information & Intellectual Property

Individuals working with B.A shall not disclose any confidential information or ideas, whether our own or those of others, unless they have been authorised to do so by the owner of the confidential information. This is crucial to the success of Battery Associates and builds our reputation as a trustworthy partner.

Individuals working with B.A should not misuse any information in B.A’s possession and are expected to respect all incorporeal property such as trademarks, copyright, and contacts. Contact information held collectively by B.A – whether these be clients, leads, members, or other types of information – may not be used for personal gains or disclosed to a third party.

B.A’s communication networks (which includes all contacts present on HubSpot and B.A’s collective connections) are a critical aspect of B.A’s property, and we expect you not to use any of these contacts for any ends other than those detailed in contractual agreements with B.A.

If you have any reason to believe that our network security has been violated – for example, losing your laptop, phone, or getting your password compromised – you are required to report the incident to Simon Engelke.

### Avoid Conflicts of Interest

In a situation of competing loyalties, or anytime personal relationships or financial interests overlap with B.A’s responsibilities, you may be faced with a conflict of

*This document is subject to revision. The latest version of this Code of Conduct is available on request and supersedes all prior versions.*

interest. All of us should avoid conflicts of interest and circumstances that present the appearance of a conflict. Any conflicts of interest shall be reported to Simon Engelke or a core B.A member as soon as possible. Further, if you are employed or bound to an employment contract with a company other than B.A, you are responsible to ensure that you do not breach the terms of such employment contract.

## Financial Integrity and Accountability

Financial integrity and fiscal responsibility are core aspects of B.A's professionalism. We expect all those working with B.A to maintain the highest level of financial integrity and will hold accountable anyone who doesn't maintain such standards. As part of our commitment to building a culture of trust, we expect you to report any case of misconduct.

## Collaborate and Support Each Other

Nurturing a highly collaborative work environment is crucial for the development of Battery Associates. We hold collaboration and openness among our core principles and expect everyone to act with respect towards others to ensure a safe, supportive, encouraging, and dynamic work environment.

## Respect, Tolerance & Inclusion

Battery Associates will not tolerate any form of discriminatory behaviour or harassment. All individuals working with B.A shall respect the freedom, privacy, and opinions of others. B.A is committed to promoting such fundamental rights.

## Acknowledgement & Agreement

I \_\_\_\_\_ have read and understand Battery Associates' Code of Conduct. I agree to adhere to this Code of Conduct and understand that violation of these rules may lead to disciplinary action and/or to the termination of my affiliation with Battery Associates.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_