

## ETHICAL CODE OF CONDUCT

Creative UK conducts business and performs services to the highest ethical standards and in compliance with all relevant legal principles. Our standard of behaviour and performance is underpinned by our values and day to day operations across our workforce, customers, suppliers, and all other stakeholders. We recognise that we hold a position of trust across the UK creative sector. We believe in doing the right thing and we believe that the long-term success of Creative UK depends on it.

### General Principles

Creative UK and its workforce will at all times demonstrate the highest levels of integrity, and honesty in order to uphold both personal and corporate reputations, to support and empower and to inspire confidence and trust in our actions. Creative UK will always conduct business in a competent, fair, inclusive and open manner.

### Health, Safety and well being

Creative UK is committed to providing a safe and healthy working environment for all of its people whether in workspaces or remote. We provide workplace assessments, learning and development resources and wellbeing initiatives to support and enable hybrid working.

### Environment

Creative UK respects the environment and the need to protect it and minimise the impact its operations have on it. We believe creativity will design a greener future for everyone. We are committed in a continuous programme of improvement on environmental issues and certification of progress.

### Legal compliance

Creative UK is committed to complying with the law in all the countries and territories in which we work.

### Employees

All employees are treated with dignity and respect with equal employment opportunities given to all irrespective of their race, religion, gender, sexual orientation, maternity, marital status, family status, disability, age, or national origin. Employees are offered a safe and healthy workplace and the company will not tolerate any form of racism, bullying or harassment.

### Customers

Creative UK will take all reasonable care to avoid misleading statements, concealment, and overstatement in all of its advertising and public statements. It will seek to build long term partnerships with its customers by being honest and straightforward in its dealings at all times. It will respect the confidentiality of any information it may obtain in relation to its customers.

### Suppliers

Suppliers will be chosen on the basis of factors such as value for money, sustainability, and commitment to our ethical code of conduct. Creative UK's choice of suppliers will be made objectively. Honesty and openness will be paramount in the company's dealings with suppliers.

### Competitors

Creative UK will build its reputation on the basis of its performance alone. It will compete lawfully and will not compete unfairly with others. It will not seek to damage the reputation of its competitors either directly or by implication.

#### Government, legislation and regulation

Creative UK will seek to comply with all international, national, and local legislation affecting its operations. It will strive to follow the best practice in corporate governance. It will meet its tax obligations. It will not make any financial contributions or offer support to any political party.

#### Giving and receiving gifts and entertainment

Employees will neither seek nor accept for themselves or others any gifts, favours, or entertainment without a legitimate purpose from any person or business organisation that does or seeks to do business with, or is a competitor of Creative UK. Gifts, favours, and entertainment may be given to others at the expense of the company as long as these are consistent with customary business practice and are not excessive in value. Such expenses must be approved by a budget holder. For all gifts with monetary value of £100 or more employees and freelancers must declare via email to their reporting line who shall raise with the Executive team where appropriate.

#### Bribes and corrupt practice

Creative UK does not allow the direct or indirect offer, payment, solicitation, or acceptance of bribes in any form. Any employee found to be involved in any kind of corrupt practice will be immediately dismissed.

#### Protecting our reputation

Creative UK staff must only make statements to external stakeholders, customers and partners if the statements maintain or enhance our reputation. All public statements must be reviewed and approved by the Director of Marketing & Communications. We will not make statements about politics or on any subject that may damage our reputation or cause a loss of confidence in Creative UK. This applies whether we are making comments about Creative UK itself, or organisations or people associated with Creative UK. Only those authorised to talk to the media on behalf of Creative UK may do so.

***TO NOTE:*** As part of our Ethical Code of Conduct Creative UK undertake a due diligence process for all third party commercial partners. This process is used to inform ethical decision making across partnerships.