



## **Code of ethics for the promotion article sector**

### **Promise in respect of conduct and performance of the general association of the promotion article industry and appertaining members**

The perception and image of the promotion article sector are largely characterised by the appearance and actions of its member companies. Therefore, the member companies of the GWW undertake to observe the following principles in a responsible manner:

#### **Occupational equal opportunities / non-discrimination**

In dealing with customers, employees and competitors, the members shall observe and apply the rules of equality irrespective of race, ethnic origin, sex, religion, world outlook, disability, age or sexual identity as well as the prohibition on discrimination for these reasons.

#### **Commercial customs**

The members shall observe the commercial customs and stand for adherence to the rules of the free market. They are aware of their corporate responsibility to customers, suppliers and employees and undertake to comply with the respective, valid laws and legal systems.

#### **Competition law / legal protection of designs**

The members undertake to comply with the provisions in respect of fair competition and observe, in particular, the third-party proprietary rights. Original ideas and designs shall be respected. No imitations or copies shall be produced.

#### **Anti-corruption**

The corporate actions are to be characterised such that neither corruption nor the granting of advantages shall be tolerated. Any application of any kind that is in breach of the law aimed at receiving orders or inequitable advantages shall not be tolerated.

#### **Avoiding hazardous substances**

The members shall observe all statutory regulations and norms to avoid hazardous substances such as WEEE, REACH and RoHS.



### **Social legislation**

The members shall respect worldwide the European social standard and national, statutory regulations, in particular the European regulations on the protection of young workers and against discrimination, and therefore only collaborate with companies that respect and promote human rights.

### **Environmental protection**

The members honour the provisions and international standards on environmental protection and promote a responsible approach towards dealing with natural resources.

### **Data protection**

The members undertake to treat all documents and information in strict confidence and not to grant third-parties access to these. In particular, an assurance is given in respect of treating customer-specific information in confidence.

### **Requirements as to quality**

Comprehensive advice and offers characterised by high-quality products are the uppermost goals of the member companies.

GWW member associations and their members undertake during the course of the collaboration and in the interest of their customers to have at their disposal the necessary expertise in respect of requirements as to quality and advice in the promotion article sector, or to acquire such expertise and regularly engage in further training measures.

### **Self-regulation**

Collaboration characterised by this code of ethics plays a part in strong and forward-looking development in the promotion article sector.

Therefore, this code of ethics has binding force for all GWW member companies.

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Company Name

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Place, date

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Signature

\_\_\_\_\_  
GWW Member no.