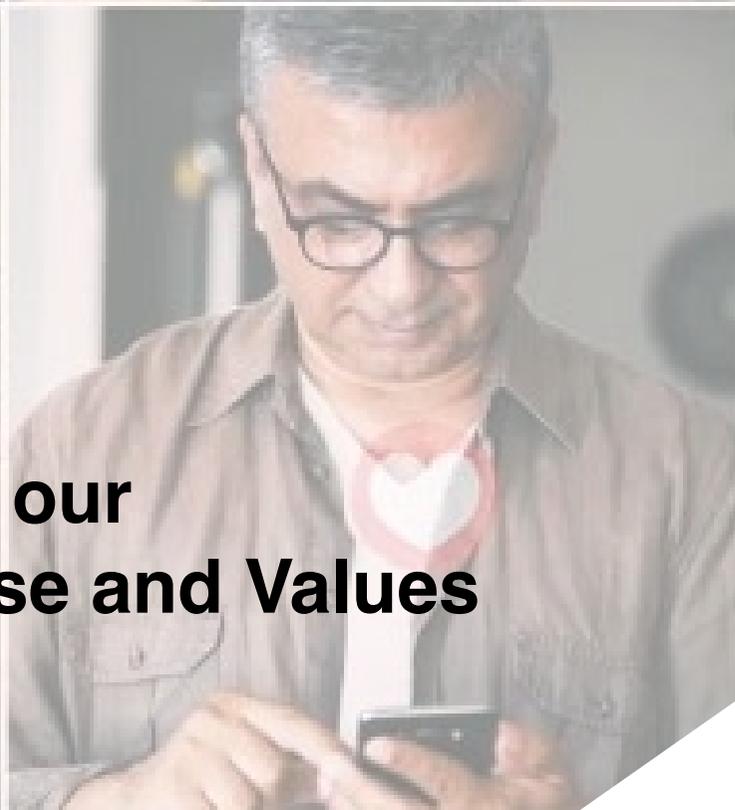
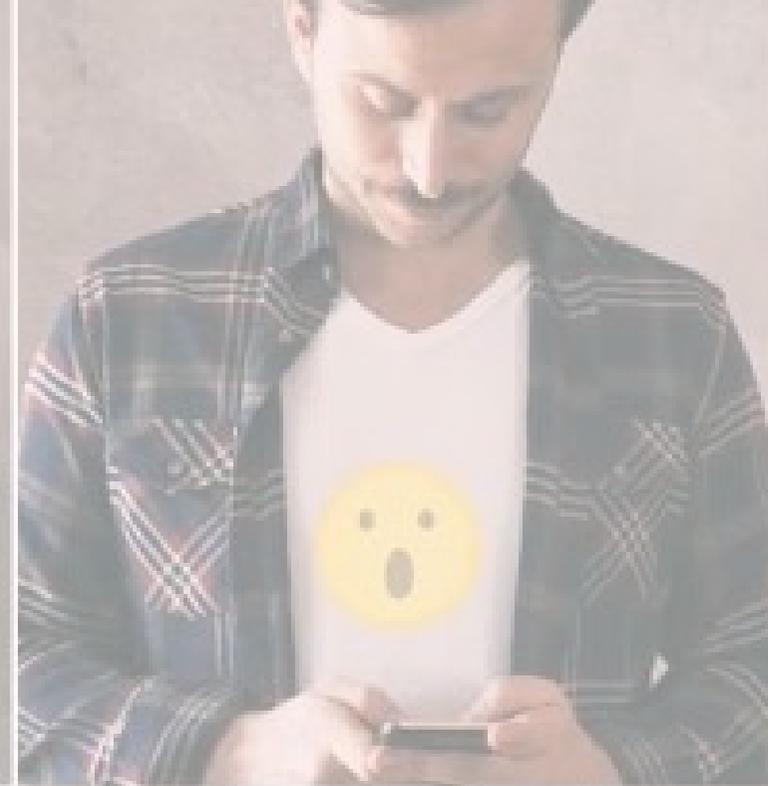
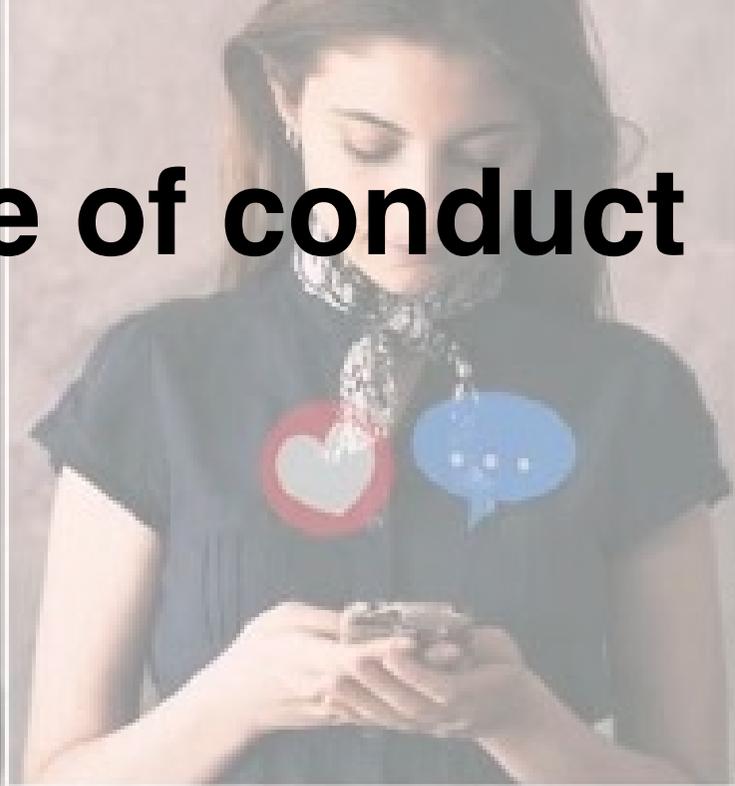


# Code of conduct



Living our  
Purpose and Values

**LOCALALEX**  
City and Tourist app

## Dear Local Alex Teams

The Code of Conduct is based on the Local Alex Purpose and a core set of shared values, and sets out a common framework around how we are expected to behave and to do the right thing.

Knowing, understanding, and living the Code, is a fundamental part of who we are as Local Alex professionals, and what we stand for.

Whether we are working with Local Alex people or others, we depend on each other to be mindful of our ethical responsibilities.

Our Code of Conduct reflects the significant changes in our world, the very nature of our work and how we do business today, as well as our need as trusted professionals to understand how to continue to behave ethically in the face of all of these changes.

We are all an important part of this effort. Each of us has a part to play in living and upholding the behaviours outlined in this Code. But, we do not go it alone. We are all in this together. We support each other. We rely on each other to understand and adhere to all of these professional behaviours and standards, and apply them consistently. We collaborate on every level, and we help each other build skills in doing the right thing.

If we come across a situation that is inconsistent with our Code, we speak up. We value the courage it takes to raise concerns. Remember, investigations into allegations of misconduct are handled discretely and with sensitivity and we do not tolerate retaliation. When in doubt or facing a dilemma, we ask for help.

Thank You.



# Living our purpose and values

When working with our customers and our colleagues to build trust in society and solve important problems, we...

-  **Act with integrity**
-  **Make a difference**
-  **Care**
-  **Work together**
-  **Reimagine the possible**



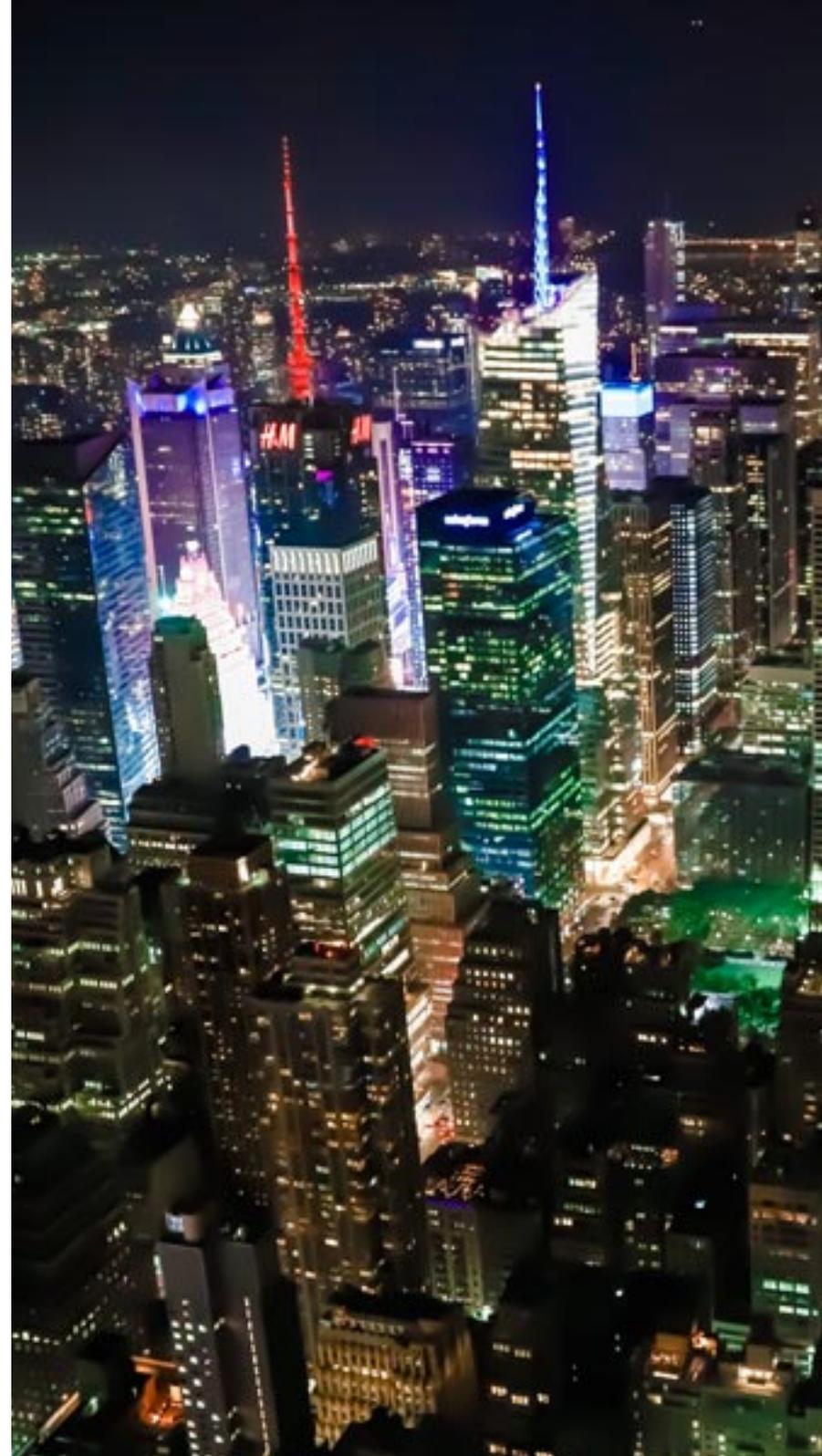
## **We demonstrate our integrity by:**

Negotiating and securing contracts lawfully and honourably with our clients, suppliers, and other parties. We meet our contractual obligations, and adhere to the agreed terms and conditions. Being transparent in disclosing the basis on which we charge for our services.

Competing fairly. We do not enter into any agreements with our competitors, formally or informally, to unlawfully restrict competition, set prices, or allocate clients, markets, people, or services. Respecting our competitors' confidential information. We collect information about competitors only if it's available publicly, or doing so doesn't breach legal or contractual obligations.

Never engaging in bribery or corrupt practices. This is vital to maintaining the trust of our colleagues, clients, and others we work with. We do not solicit, accept, offer, promise, or pay bribes, including facilitation payments— whether directly or through a third party. Knowing the identity of our clients and others with whom we do business, and adhering to applicable standards on anti-money laundering.

Where we suspect criminal behaviour, we take appropriate action. We do not conduct any activities in breach of applicable economic sanctions or undertake services which assist clients in breaching applicable sanctions laws.



## Build trust with each other

We encourage collaboration across territories and around the Local Alex network. Trust is key to this collaboration, as it helps us to more effectively work with our colleagues and serve clients.

Trust begins with each of us treating each other with care, courtesy, dignity, fairness, and respect.

We take appropriate measures to protect the safety of Local Alex people. We provide a safe working environment free of abusive, violent, threatening or other disruptive behaviour.

We do not tolerate harassment, discrimination, bullying, or disrespectful behaviour.\*

These behaviours undermine the integrity of our relationships.

We respect and encourage open dialogue, to create a climate for frank and honest discussions.

We promote a culture that cares about and fosters innovation, professional growth, career development, workplace flexibility and work/life balance.

The most innovative solutions come from working together with colleagues and clients. Effective collaboration enables innovation.



## Build trust in our communities

We further our contribution to society by using our skills and experience to help solve important problems, including those related to ethics, integrity, and trust—issues central to fostering a sustainable and inclusive global economy.

We support a shift to a more sustainable society by providing services that transform business and civil society, contribute to wider development goals, and reduce environmental impact.

We help solve important social problems in our communities by contributing our professional expertise and collaborating with other organisations to achieve maximum results.

We respect and honour the customs and traditions of the countries in which we operate. If these customs and traditions conflict with this Code, we consult internally on how to adhere to the Code while being respectful of local culture and traditions.

We encourage and support involvement in community activities. We do not represent our personal political affiliations or views as those of Local Alex, and we comply with applicable reporting requirements. We avoid using Local Alex resources (or creating the appearance that Local Alex is supporting, endorsing, or opposing any particular political position or political party/candidate, charity, product, or specific religion), without approval.



## Build trust in how we use information

We respect the privacy and confidentiality of information of our clients, our people, and others with whom we do business. We protect personal and other confidential information in all forms. We collect, store, use, transmit, and dispose of personal and confidential information in a way that is transparent and promotes trust.

We gather, use, and keep personal, client, and other confidential information only if we have a legitimate reason to do so. Access to this information is provided only as necessary. Our duty of confidentiality does not end when we leave Local Alex; we continue to respect the confidentiality of information even after our departure.

### **We all play a role in protecting confidential information entrusted to us in its various forms.**

1. We only use approved Local Alex systems and applications in our work.
2. We do not inappropriately divulge confidential information, including when using social media.
3. We are cautious when discussing client matters in public spaces.
4. We take care to protect physical copies of confidential information.
5. We promptly identify any unintended disclosure of confidential information and escalate within Local Alex as appropriate.



## We listen and take action

“Speaking up” is an essential first step. For any allegation, complaint, or concern, we investigate and address the situation in an appropriate way.

Remember that Local Alex is committed to caring for and protecting our people against retaliation.

Anybody who violates the Local Alex Code of Conduct or policies and procedures will be held accountable. Those of us in the reporting line are responsible for addressing issues that are brought to our attention.

If anyone directs or approves violations, or has knowledge of them and does not promptly move to correct them, he or she will be held accountable. We are all responsible for cooperating during the investigation process, and for answering questions truthfully, accurately, completely, and with integrity. Failure to cooperate may result in disciplinary measures.

