

CODE OF ETHICS AND CONDUCT

Article 1

INTRODUCTION

The Code of Ethics and Conduct herewith is an integral part of the Statute of the Association in all respects.

UNICOM – Unione Nazionale Imprese di Comunicazione (National Union of Communication Enterprises), sensing the increasingly significant role that Institutional and Corporate Communication and Communication Enterprises perform today in the Country for real economic, social and cultural growth, believes it essential to establish some rules of conduct and ethics aimed at regulating relations between Associated Enterprises, and between them and third parties, in line with its statutory principles.

The Associated Enterprises, recognising that these rules are laid down to ensure the moral image of the profession, are committed to abide by them, also as an additional differentiating tool to face the market with greater authority, accepting and acknowledging in the College of Arbitrators the reference Body for an evaluation of conduct not deemed to comply with the provisions of the principles set out herein, and accepting the related decisions.

Article 2

STATUTE AND PROFESSIONALISM

The Associated Enterprises and the professionals that are part of them undertake, as part of their business activity, to comply with the standards of utmost professionalism and morality, to pursue high-quality standards, to conform to as already provided for in the Statute of the Association and in this Code of Ethics and Conduct, and to any decision or other ruling or initiative taken by the Association.

Article 3

SELF-REGULATION CODE OF COMMERCIAL COMMUNICATION

The Associated Enterprises and the professionals that are part of them undertake to abide by the Self-regulation Code of Commercial Communication of the Advertising Self-regulation Institute of which the Association is a constituent member, accepting any decisions of the Jury and the Audit Committee.

Article 4

CORPORATE SOCIAL RESPONSIBILITY, PROTECTION OF CHILDREN AND SAFEGUARD OF HUMAN DIGNITY

The Associated Enterprises and the professionals that are part of them undertake, as part of their business activity, to operate guaranteeing:

- respect for human rights and human dignity in all its forms and expressions, avoiding any form of discrimination;
- respect for the rights of workers;
- protection against the exploitation of children;
- safety and health in the workplace.

Article 5

RESPECT FOR THE ASSOCIATION'S, COMMUNICATION'S AND ADVERTISING'S DIGNITY

The conduct of the Associated Enterprises shall be such as not to prejudice, discredit, or otherwise affect the image of the Association, of other Associated Enterprises and of communication and advertising in general.

If the Board of Directors shall note conduct or initiatives however not in accordance with the provisions, also as a result of requests made through the reference desk for consumer citizens (e-mail: sportello.consumatore@unicomitalia.org), it shall have the right to request the associate to desist immediately from the initiatives and, in case of non-compliance, refer it to the Board of Arbitrators.

While considering themselves free to express views and opinions, also of dissent, the Associated Enterprises agree to abide by all the agreements already in existence or that will be entered into by the Association both as part of the association and inter-associations.

They also undertake, while respecting the freedom of dialectic opinion, not to denigrate other Associated Enterprises.

Article 6

PARTICIPATION IN THE ASSOCIATION'S ACTIVITIES

The Associated Enterprises are required to actively participate in the Association's. The timely payment of membership fees and of any additional amounts is a duty enshrined in the Statute: Associated Enterprises are required to payments under the terms provided for in Art. 4 of the Statute. The members of the Bodies of the Association whose Enterprise is not in compliance with the payment of amounts shall automatically terminate office until settlement of payments.

Article 7

REQUEST FOR INFORMATION

The Associated Enterprises, whenever the Association deems it appropriate, are required to truthfully provide all information required with particular reference as to their operating structure, services they provide, assets and/or turnover, the type of Clients, the presence of overlapping assignments also to any other Agency regarding the same Client, while respecting the rights and duties of confidentiality. The Association and its directors shall make use of the information collected strictly aimed at the purposes of the Association, avoiding the adoption of initiatives likely to violate the confidentiality of data relating to individual associates, and limited, in the pursuit of institutional responsibilities, to disseminating aggregated data and information of historical value, and taking all precautions necessary to ensure the confidentiality of data relating to individual associates in the process of collecting, processing and releasing aggregate sector studies.

Article 8

COMPETITION

The Associated Enterprises and the professionals that are part of them undertake to operate in free competition, in compliance with current legislation on protection of competition and the market, with the utmost professionalism, honesty and fairness, and respect for the spirit of Association, in particular avoiding forms of false claims, persuasion or incentives to Clients, which may discredit the work and image of others.

Article 9

CONTRACTS

The Associated Enterprises recognise the professional need to operate on the basis of specific contractual mandates signed by their Clients.

Article 10

PROFESSIONAL SECRECY

The Associated Enterprises and the professionals that are part of them undertake to respect professional secrecy in all dealings with their Clients.

Article 11

COMPENSATION

Compensation shall be appropriate to the professional service provided, to guarantee the quality of service and professional decorum, and to safeguard the professionalism of the industry.

Article 12

RESPECT AND LOYALTY TO CLIENTS

The Associated Enterprises shall ensure the utmost loyalty and transparency towards Clients always operating with the aim of achieving the objectives and interests of the Clients in the most effective manner.

Article 13

CONDUCT WITH MEDIA AND SUPPLIERS

The Associated Enterprises shall maintain transparent and fair relationships with Media and Suppliers and shall expect from them the same correct conduct also towards Clients, reporting any conduct prejudicial to the interests of the Clients.

Article 14

TENDERS, COMPETITIONS AND PROCUREMENT

In principle, the Association wishes and recommends clients forms of selection and choice of Communication Enterprises not attributable solely to tenders, in order to ensure maximum protection of the quality of Communication projects.

If an Associated Enterprises shall participate in a tender, the Association recommends verifying that the tender is conducted in a manner and according to criteria which ensure maximum transparency, clarity and professionalism. In particular: that the content and subject of the competition have adequate advertising and disclosure (limited to public tenders); that the briefing, prepared in a single written document, is provided to participants and that they are informed of the parties involved in the competition; that the competition notices and the time within which to deliver the required materials, allow a reasonable time and however appropriate to the professional commitments required; that the document containing the User's briefing and the deadlines for submission of Agency proposals, precisely indicate the compensation provided in the event of budget allocation and, when not inconsistent with the mandatory provisions of law, the amount of reimbursement to all the participating Agencies that have not been awarded the tender, the entity of which shall be commensurate with the operational commitment required; lastly, the Association recommends requesting the User for availability to disclose to participants the documents of the Agency that was awarded the tender, as well as the commitment to not to use the projects proposed by the Enterprises not chosen.

Article 15

CONFLICTS OF INTEREST RELATING TO MEMBERS OF THE ASSOCIATION BODIES

All the social positions are taken without any remuneration.

The members of the Association bodies shall undertake to:

- take on the tasks for spirit of service to the Associates and the Association, without relying on it to gain personal benefits;
- allow publication of any economic compensation that could arise from attendance fees, indemnity, emoluments and reimbursements received for the task in representation of Unicom in inter-associative areas, institutional tables, events and exhibitions;
- act according to strict principles of correctness, integrity, morality, loyalty, fairness, responsibility, respect for democratic procedures and the pluralism of ideas and interests;
- behave with maximum autonomy and independence, regardless of political, regional or sectoral affiliations, in the name of the broader interests of the Associates and the Association;
- apply the directives and resolutions of the Bodies they belong to and of the Association, expressing any disagreement only internally and in accordance with the procedures established in the Statute, promoting the search for unity of intent and cohesion within the Association and externally;
- provide to the legislators, the Public Administration and any other Institution concerned with accurate and timely information;
- make confidential use of information acquired in the course and by reason of the tasks;
- propose to the Body they belong to ideas, projects and initiatives in compliance with the law and not susceptible to cause undue advantages or privileges for themselves or others;
- promptly notify the Body they belong to of any situation that may put them in a conflict of interest with the Association;
- report to the Body they belong to any fact or act that may cause harm or damage to the Association;
- replace the mandate if, for any personal, professional or association-related reason, it may damage the Association and/or the Associates;
- not participate, in the exercise of professional activity, in tender procedures, procurement or works generally commissioned by the Association, unless in absence of profit purposes;
- not take on management positions in other associations or similar organisations in the sector, competing or with conflicting interests with those of the Association.

Article 16

CENSORSHIP AND PENALTIES

The Associated Enterprises acknowledge that the rules set out in the Code of Ethics herewith are dictated to safeguard the professional activity of the individual Associated Enterprises and of the professionals that are part of them as well as the image of the Association. Therefore, any contrary conduct is to be deemed prejudicial to the interests of the Association and shall constitute sufficient reason for censorship by the Board of Arbitrators, under the terms of the Statute. The Board may act ex-officio, on the proposal of the Board of Directors, also with reference to requests received through the reference desk for consumer citizens, or upon substantiated and proven request of any Associate.

If the report of alleged violation concerns a member of the Board of Arbitrators, the latter shall be exonerated from the judgment of merit and the role in the judgment shall be held pro-tempore by the Chairman of the Board of Directors or by another member of the Board of Directors appointed by the Chairman.

In any case, the Board, engaging the utmost discretion, shall analyse the situation subject of a complaint, in accordance with Art. 30 of the Association Statute.