



Code of Ethics

ETHICAL PRINCIPLES

The following broad ethical principles are based on our core values of integrity, competence, objectivity, confidentiality, fairness and diligence. These principles set forth ideals to which all personnel must aspire to.

Value 1: **INTEGRITY.**

Ethical Principle: *You shall behave in a trustworthy manner.*

Integrity is the cornerstone for sound judgment and establishing trust with a client. Integrity demands honesty and candor, which must not be subordinated to personal gain and advantage. Integrity cannot co-exist with deceit or subordination of one's principles.

Acting with integrity is not only the responsibility of those persons that may have been placed by clients in positions of trust and confidence; such responsibility is directed to *all* employees, officers or directors. You are to continually be aware of our mission, values, ethical principles and standards, and perform your duties in such a manner that are not only compliant with the letter but also the spirit of this Code of Ethics.

Value 2: **COMPETENCE.**

Ethical Principle: *You shall engage only in those services for which you have the necessary knowledge, skills and experience.*

We are all finite beings; you must be aware of your personal limitations. Competence is recognizing one's level of expertise and only providing service within those boundaries, or only after taking reasonable steps to acquire that level of knowledge, skill or experience, offer such service. You will endeavor to improve your proficiency and commitment to learn and increase your professional knowledge.

Value 3: **OBJECTIVITY.**

Ethical Principle: *You shall act without prejudice or bias, and labor in good faith for the best interest of all persons.*

Objectivity requires you to act impartially where your behavior towards others is unaffected by your personal feelings. You must protect the integrity of your work, maintain objectivity, and avoid subordination of your judgment that would violate this Code of Ethics. You will endeavor to avoid circumstances where a conflict of interest might exist. If unavoidable, whenever possible, make full disclosure of such conflict(s).

Value 4: **CONFIDENTIALITY.**

Ethical Principle: *You shall respect the confidentiality of any information entrusted to, or obtained in the course of, your business or professional activities.*

Confidentiality is having another's confidence where you are entrusted with their private affairs. Confidence implies full trust and belief that one is a reliable person worth to keep matters private. As an employee, officer or director, you are to maintain at all time the confidentiality of others. You are not to share confidential information with anyone, including family and friends, or with other employees who do not need the information to carry out their duties. You are only to use such confidential information for the business purpose intended.

Value 5: **FAIRNESS**

Ethical Principle: *You shall perform your duties in a manner that is fair, just and reasonable to all persons.*

To be fair requires your decisions to be free from bias, dishonesty, or injustice and to fully disclose any conflicts of interest. Fairness is treating others in the same fashion that you would want to be treated. You are not to take advantage of another through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair-dealing. To do so would violate this Code of Ethics.

Value 6: **DILIGENCE**

Ethical Principle: *You shall proceed with patience, timeliness, and consistency, and do so in a prompt and thorough manner in the service of others.*

Diligence is making a constant and earnest effort to attain a given objective. You are to strive for, in this case, a distinguished record of professional service.