

## Code of Ethics & Professional Conduct

The Highest Moral Standards.  
The Lowest Tolerance for Anything Less.

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## Introduction

In a fast-paced business environment where information flows freely and makes it easy for speed and instant gratification to prevail over deliberation and restraint, the probability of one of our team members mistakenly acting improperly is greater than ever.

For that reason, LEVY Marketers for Industry + Tech has created a Code of Ethics that plainly states how our team members should behave when working on projects for clients.

At LEVY, ethics are the foundation of our business because without trust -- the understanding that everything we say is truthful and everything we do is transparent and in the best interests of our clients and partners -- nothing else is possible.

I hope the contents of this document help to make you comfortable with LEVY's understanding of the need to treat with utmost care all types of information related to your business.

*Francois Gau*  
President & CEO

## Principles of Business Conduct

We commit to serving clients by following a code of behavior that includes:

### Integrity

- We are straightforward and honest in our professional opinions and business relationships.
- We are truthful about the services we provide, the knowledge we possess and the professional experiences we have gained.

### Quality

- We are committed to providing quality services by bringing together the breadth and depth of our resources, experience and insights to help clients address their marketing needs.
- We strive to develop outcomes which create positive results for our clients.

### Professional Behavior

- We comply with applicable professional standards, laws and regulations and seek to avoid actions that may discredit ourselves or our profession.
- We foster a culture of appropriate professional skepticism and personal accountability which supports clients and drives quality in the services we provide.
- We understand the impact that our work has on our clients and their target audiences, and we conduct business with those interests in mind.

### Objectivity

- We are objective in forming our professional opinions and the advice we give.
- We do not allow bias, conflict of interest, or inappropriate influence of others to override our professional judgments and responsibilities.
- We do not offer, accept or solicit any gifts, entertainment or hospitality that we have reason to believe may be intended to improperly influence business decisions or impair objectivity.

## Principles of Business Conduct, continued

### Fair Business Practices

- We respect our competitors and are committed to fair business practices.
- We receive fees that reflect the value of services provided and responsibilities assumed.
- We foster innovation and new ideas to improve the value and performance of our services.

### Confidentiality, Privacy & Data Protection

- We protect and take measures to safeguard the confidential and personal information that we hold, collecting and handling it in compliance with applicable laws, professional obligations, and our own data management policies and practices.
- We prohibit disclosure of confidential and personal information entrusted to us unless granted permission or there is a legal or professional right or duty to disclose.
- We prohibit the use of confidential information about our clients for personal advantage or for the benefit of third parties.
- We sign Non-Disclosure Agreements with our clients, if they desire, when signing an initial contract to provide a given scope of work.

### Respect, Diversity & Fair Treatment

- We foster a culture and working environment where our team members treat each other with respect, courtesy and fairness, promoting equal opportunity for all.
- We encourage and value a diverse mix of people, viewpoints, talents, and experiences.
- We create inclusive working environments that address individual needs and allow our team members to use their unique strengths.
- We do not tolerate harassment or unfair discrimination in our work environment.

## Principles of Business Conduct, continued

### Professional Development & Support

- We invest in our team members to help them develop the professional knowledge and skills necessary for them to effectively carry out their responsibilities.
- We help our team members reach their potential through investments in personal and professional development.
- We provide a safe work environment for our team members and expect our clients to do the same.

### Responsible Partners

- We condemn illegal or unethical behavior by our suppliers, contractors and partners.
- We select suppliers, contractors and partners through fair procurement processes.

## Commitment to Confidentiality

Information is the lifeblood of our business. How we handle information is critical in protecting our brand and reputation. Our clients' confidence in us reflects the honesty we have in all our dealings with clients. The need to keep information confidential can have a significant impact on our relationships with clients, and we take with utmost seriousness the responsibility of keeping these kinds of information about clients' businesses confidential:

- Competitive Intelligence
- Customer
- Financial
- Intellectual Property
- Personal
- Sensitive

At LEVY, we believe it is our responsibility to safeguard confidential information, and we do it by taking these precautions:

- Always locking our screens & securing our laptops
- Never leaving our laptops or mobile devices in a car
- Avoiding the use of publicly accessible networks and messaging applications not approved for business

## Conclusion

Every day, we adhere to the principles and practices described in this Code of Ethics & Professional Conduct because they are the foundation of our business.

If you have questions about the contents of our Code, or about any actions of a LEVY team member, supplier or partner in relation to the Code, contact Francois Gau, President & CEO, at 412.201.1337 or [francois@levyind.com](mailto:francois@levyind.com)

## About LEVY

LEVY Marketers for Industry + Tech is a full-service marketing firm that uses a mix of digital and traditional marketing channels to create brand awareness, increase sales and improve communications for manufacturers and technology companies worldwide. The firm is based in Downtown Pittsburgh and has been in business for more than 30 years.

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