



## **CODE OF ETHICS AND CONDUCT POLICY**

### **1. DEFINITIONS**

Ethics: Moral principles that govern a person's behaviour or the conducting of an activity, the branch of knowledge that deals with moral.

Code of conduct: A collection of rules and regulations that include what is and is not acceptable or expected behaviour in an organisation.

### **2. PURPOSE**

The purpose of the policy is to establish an atmosphere of commitment in the entity. It not only lays a strong cultural foundation for the entity, but also helps to enforce and implement legal as well ethical policies and procedures for all kinds of decision making.

### **3. STATEMENT OF CORE VALUES**

Vision: Our passion is to facilitate with clients and encourage them towards awareness of self-care using creativity.

Mission: Combining self-care and creativity in the workshops, several people can be reached and empowered in an ever-changing environment.

Values:

- PEOPLE – striving, with compassion to achieve the best potential for employees and clients.
- INTEGRITY – enhancing importance, honesty, trust, quality, and best service for employees and clients
- SKILLS AND KNOWLEDGE –continuous learning, exploring, and empowering of employees and clients
- DIVERSITY – ethically embracing an environment that respects the individual and multi-cultural heritage.
- ENERGY – working together to achieve an impact with fun, humbleness, passion, and liveliness.

**4. SCOPE OF APPLICATION** This policy is applicable to all Creative Care employees.

**5. LEGISLATIVE FRAMEWORK** The policy has been aligned with the following legislation and governance policies:

- a. Constitution of the Republic of South Africa, Act No. 108 of 1996;
- b. Protection of Personal Information (POPI) Act No. 4 of 2013;
- c. Basic Conditions of Employment Act, Act No. 75 of 1997;
- d. Employment Equity Act, Act No. 55 of 1998, and its amendments;
- e. Labour Relation Act, Act No. 66 of 1995, and its amendments;
- f. Public Finance Management Act, Act No. 1 of 1999
- g. ACA Code of Ethics (ACA, 2014)

### **6. POLICY PRINCIPLES**

a. Building Trust and Credibility

The success of the business is dependent on the trust and confidence we earn from employees and clients. Creative Care gains credibility by adhering to its commitments, displaying honesty, integrity and reaching organisational goals solely through



honourable conduct, with the proof is in the actions by answering below questions with a “yes”:

- Will this build trust and credibility?
- Will it help create a working environment in which we can succeed over the long term?
- Is the commitment I am making one I can follow through with?

b. Respecting the Individual

Every person deserves to work in an environment where they are treated with dignity and respect. Creative Care is committed to creating such an environment because it brings out the full potential in each of its employees, which, in turn, contributes directly to the organisational success. We cannot afford to let anyone’s talents go to waste. We are committed to providing a workplace that is free of discrimination of all types from abusive, offensive or harassing behaviour. Any employee who feels harassed or discriminated against should report the incident.

c. Creating a Culture of Open and Honest Communication

At Creative Care, everyone should feel comfortable to speak his or her mind, particularly with respect to ethics concerns. All employees have a responsibility to create an open and supportive environment where employees feel comfortable raising such questions. We will investigate all reported instances of questionable or unethical behaviour. In every instance where improper behaviour is found to have occurred, the entity will take appropriate action. Creative Care will not tolerate retaliation against employees who raise genuine ethical concerns in good faith.

d. Upholding the Law

Creative Care’s commitment to integrity begins with complying with laws, rules and regulations where it conducts business. Furthermore, each employee must have an understanding of the entity’s policies, laws, rules and regulations that apply to their specific roles. If employees are unsure of whether a contemplated action is permitted by law or policy, they should seek advice. We are responsible for preventing violations of the law and for speaking up if they see possible violations.

- Competition The entity is dedicated to ethical, fair and vigorous competition. Creative Care’s services are based on value, quality, functionality and competitive fees. We will make independent pricing and marketing decisions and will not improperly cooperate or coordinate its activities with competitors. We will not offer or solicit improper payments or gratuities in connection with the services offered by Creative Care, nor will the entity engage or assist in unlawful boycotts of particular clients.
- Proprietary Information It is important that Creative Care respects the property rights of others. We will not acquire or seek to acquire improper means of a competitor’s trade secrets or other proprietary or confidential information. We will not engage in unauthorized use, copying, distribution or alteration of software or other intellectual property.
- Disclosure Creative Care will not selectively disclose (whether in one-on-one or small discussions, meetings, presentations, proposals or otherwise) any material confidential information with respect to Creative Care, its securities, business operations, plans, financial condition, results of operations or any development plan. Employees should be particularly vigilant when making presentations or



proposals to clients to ensure that our presentations do not contain confidential information.

- Health and Safety Creative Care is dedicated to maintaining a healthy working environment. The primary objective is to prevent or reduce work-related accidents and occupational diseases. In order to avoid the expense, inconvenience, and other consequences of workplace accidents by making sure that employees and other role players know what is expected of them. The responsibilities start with each individual to ensure safety, good health and prevent injury for each individual as well as the environment (to prevent injury to others). If any unsafe acts/ possible risks/hazards are noted, it must be reported.
- e. Avoiding Conflicts of Interest
- Conflicts of Interest All employees must avoid any relationship or activity that might impair, or even appear to impair, their ability to make objective and fair decisions when performing their jobs. At times, employees may be faced with situations where the business actions they take on behalf of Creative Care may conflict with their own personal or family interests. Employees owe a duty to Creative Care to advance its legitimate interests when the opportunity to do so arises. Employees must never use Creative Care property or information for personal gain or personally take for themselves any opportunity that arises through their position within Creative Care. Here are some other ways in which conflicts of interest could arise:
    - Being employed (you or a close family member) by, or acting as a consultant to, a competitor or potential competitor, supplier or contractor, regardless of the nature of the employment, while employed at Creative Care;
    - Appointing or supervising family members or closely related persons;
    - Owning or having a substantial interest in a competitor, supplier or contractor;
    - Having a personal interest, financial interest or potential gain in any Creative Care transaction(s);
    - Placing company business with a firm owned or controlled by a Creative Care employee or his or her family;
    - Accepting gifts, discounts, favours or services from a client/potential client, competitor or supplier, unless equally available to all Creative Care employees.Determining whether a conflict of interest exists is not always easy to do. Employees with a conflict of interest question should seek advice if unsure. Before engaging in any activity, transaction or relationship that might give rise to a conflict of interest, employees must seek advice from team.
- f. Gifts, Gratuities and Business Courtesies
- Creative Care is committed to competing solely on the merit of its services. Employees should avoid any actions that create a perception that favourable treatment of outside entities by Creative Care was sought, received or given in exchange for personal business courtesies. Business courtesies include gifts, gratuities, meals, refreshments, entertainment or other benefits from persons or companies with whom Creative Care does or may do business. Employees should neither give nor accept business courtesies that constitute, or could reasonably be perceived as constituting, unfair business incentives that would violate the law,



regulation or polices of Creative Care or clients, or would cause embarrassment or reflect negatively on our reputation.

- **Accepting Business Courtesies**
  - Most business courtesies offered to employees in the course of their employment are offered because of their position. Employees should not feel any entitlement to accept and keep a business courtesy. Although they may not use their position to obtain business courtesies, and must never ask for them, they may accept unsolicited business courtesies that promote successful working relationships and good will with the organisations that Creative Care maintains or may establish a business relationship with. Employees who award contracts or who can influence the allocation of business, who create specifications that result in the placement of business or who participate in negotiation of contracts, must be particularly careful to avoid actions that create the appearance of favouritism or that may adversely affect the entity's reputation for impartiality and fair dealing. The prudent course is to refuse a courtesy from a supplier when Creative Care is involved in choosing or reconfirming a supplier or under circumstances that would create an impression that offering courtesies is the way to obtain business.
- **Meals, Refreshments and Entertainment**
  - Employees may accept occasional meals, refreshments, entertainment and similar business courtesies that are shared with the person who has offered to pay for the meal or entertainment, provided that:
    - They are not inappropriately lavish or excessive;
    - The courtesies are not frequent and do not reflect a pattern of frequent acceptance of courtesies from the same person or entity;
    - The courtesy does not create the appearance of an attempt to influence business decisions, such as accepting courtesies or entertainment from a supplier whose contract is expiring in the near future; and
    - The employee accepting the business courtesy would not feel uncomfortable discussing the courtesy with his or her manager or co-worker or having the courtesies known by the public.
- g. **Gifts** Employees may accept unsolicited gifts, other than money, that conform to the reasonable ethical practices of the marketplace, including:
  - Flowers, fruit baskets and other modest presents that commemorate a special occasion; and
  - Gifts of nominal value, such as calendars, pens, mugs, caps and t-shirts (or other novelty, advertising or promotional items).
- h. **Offering Business Courtesies** Any employee who offers a business courtesy must assure that it cannot reasonably be interpreted as an attempt to gain an unfair business advantage or otherwise reflect negatively. An employee may never use personal funds or resources to do something that cannot be done with Creative Care resources. Accounting for business courtesies must be done in accordance with approved organisational procedures. Creative Care may provide nonmonetary gifts (i.e., company logo apparel or similar promotional items) to its clients. Further, management may



approve other courtesies, including meals, refreshments or entertainment of reasonable value, provided that:

- a. The practice does not violate any law or regulation or the standards of conduct of the recipient's organization;
  - b. The business courtesy is consistent with industry practice, is infrequent in nature and is not lavish; and
  - c. The business courtesy is properly reflected on the books and records of Creative Care.
- i. Promoting Substance over Form At times, employees are all faced with decisions they would rather not have to make and issues they would prefer to avoid. Sometimes, they hope that if they avoid confronting a problem, it will simply go away. We must have the courage to tackle the tough decisions and make difficult choices, secure in the knowledge that are committed to doing the right thing. At times this will mean doing more than simply what the law requires. Merely because employees can pursue a course of action does not mean they should do so. Although Creative Care's guiding principles cannot address every issue or provide answers to every dilemma, they can define the spirit in which the entity intends to do business and should guide employees in their daily conduct.
- j. Accountability: Each employee is responsible for knowing and adhering to the values and standards set forth in this policy and for raising questions if they are uncertain about the organisational policy. If employees are concerned whether the standards are being met or are aware of violations of the policy, it must be reported. We take the standards set forth in the policy seriously, and violations are cause for disciplinary action up to and including termination of employment.
- k. Being Loyal
- a. Confidential and Proprietary Information Integral to ASA's organisational success is the protection of confidential organisational information, as well as confidential information entrusted to the entity by employees, clients and other business partners. Confidential and proprietary information includes such things as pricing and financial data, client names/addresses or private information about other companies, including current or potential suppliers and vendors. Creative Care will not disclose confidential and private information without a valid business purpose and proper authorization.
  - b. Use of Organisational Resources Organisational resources, including time, material, equipment and information, are provided for business use. Nonetheless, occasional personal use is permissible as long as it does not affect job performance or cause a disruption to the workplace. Employees and those who represent Creative Care are trusted to behave responsibly and use good judgment to conserve the entity's resources. Generally, employees will not use company equipment such as computers, copiers and fax machines in the conduct of an outside business or in support of any religious, political or other outside daily activity, except for Creative Care's-requested support to non-profit organizations. We reserve the right to monitor or review all data and information contained on an employee's company-issued computer or electronic device, the use of the Internet. Creative Care will not tolerate the use of its resources to create, access, store, print, solicit or send any materials that



are harassing, threatening, abusive, sexually explicit or otherwise offensive or inappropriate.

- c. Internet, Software, Electronic Data, Information Violation of copyrights, patents, and the terms of license agreements are prohibited by law in most circumstances. Copies of software should be made only with proper authorization. Unauthorized duplication of materials will not be condoned. The proper use of the entity resources can be questioned.
- l. Doing the Right Thing Several key questions can help identify situations that may be unethical, inappropriate or illegal. Employees should ask themselves:
  - a. Does what I am doing comply with Creative Care's guiding principles, Code of Conduct and organisational policies?
  - b. Have I been asked to misrepresent information or deviate from normal procedure?
  - c. Would I feel comfortable describing my decision at a staff meeting?
  - d. How would it look if it made the headlines?
  - e. Am I being loyal to my family, my company and myself?
  - f. What would I tell my child to do?
  - g. Is this the right thing to do?
- m. Compliance and Disciplines Ethics violations and failure to comply with the standards, contained in this policy, will result in disciplinary action that may include suspension, termination of employment, removal from a policymaking position, termination of contract, referral for criminal prosecution, and/or reimbursement to Creative Care for any losses or damages resulting from the violation. As with all matters involving disciplinary action, principles of fairness will apply. Any person charged with a violation of this policy will be given an opportunity to explain his or her actions before the appropriate disciplinary action is taken