



Candid code of conduct

Platform agencies

As a platform organisation we have a profound belief that each agency maintains its own culture which effectively means each agency can make additions to these foundations. Candid and its agencies provide services to brands and advertisers around the world. The Candid agencies themselves are based in the Netherlands, Belgium and the United Kingdom. All those involved within Candid and its agencies, both management and employees, recognize their responsibility to each other, their customers, the suppliers they work with and other relationships to ensure a pleasant and candid working atmosphere.

Candidness is the quality of speaking with honesty, authenticity, and directness. Being truthful, open and straightforward. It is also about trust. Effective candour works as a two-way street and involves listening and considering what others are saying. It's about engaging in meaningful conversations about all topics that matter to those involved. The reward is an open and respectful organisation with clear flow of intelligence. Being candid represents our beliefs, our values and our behaviour. It represents how we approach the market, engage with clients, operate internally, adapt to change and challenge conventional thinking. For that reason, we operate based on the following policies wherever we are:

- We operate with candidness, integrity and are always honest.
- We're dedicated to work ethically in whatever we do, respect business codes of third parties and we work in accordance with applicable laws and regulations.
- Our communication is always with the right tone of voice. We communicate directly and in a non-discriminatory way.
- There is a zero tolerance to the use of (illegal) drugs. The same is applicable on possession or distribution. Furthermore, the zero-tolerance policy is also applicable to working under the influence of (illegal) drugs and/or alcohol.
- Within Candid and its agencies, the hiring process involves fair selection without regard to race, religion, national origin, colour, gender, sexual orientation or expression, age or disability. We select potential employees in the process based on the qualifications. The same goes for promoting our people. Those promotions are based on their merit and hard work.
- We shall never use any (confidential) business data from our clients for our personal gain. We shall treat all the information in such a way that we'll keep it confidential and only accessible to the employees that need access on a need-to-know-base.
- Without the previous written consent of the Candid board, no corporate contributions of any sort, including the provision of services or products for less than market value, may be made to politicians, political parties, or action committees.
- In compliance with national legislation and professional standards, we are committed to protecting the data of customers, clients, and employees.