

Code of Ethics

TrunkBBI 2023



This Code of Ethics serves as a guide to ensure that our agency operates with integrity, transparency, and a commitment to ethical conduct. It applies to all employees, contractors, and stakeholders associated with our agency.

1. Integrity and Professionalism

We strive to uphold the highest standards of integrity and professionalism in all our actions and interactions. We act honestly, ethically, and transparently, maintaining a strong commitment to delivering high-quality creative services.

2. Client Focus

Our clients' interests and objectives are paramount. We dedicate ourselves to understanding their needs, providing innovative solutions, and delivering exceptional results while maintaining confidentiality and respecting intellectual property rights.

When it comes to clients we partner with, we have taken the decision to only work with brands that we believe have the same shared values and principles. We share our values with all prospective partners and enter into an open discussion to ensure these values would be aligned in practice.

We have also taken the decision to no longer work with clients or partners in the following sectors, based on ethical and responsibility grounds: Gambling & Fuels.

3. Respect and Inclusion

We value diversity and foster an inclusive environment that respects and appreciates individual differences. We treat all clients, colleagues, and stakeholders with respect, dignity, and fairness, promoting a collaborative and supportive atmosphere.

4. Transparency and Disclosure

We are committed to transparency and open communication. We provide accurate and timely information to our clients, ensuring they have a clear understanding of our services, fees, and processes. We disclose any potential conflicts of interest that may arise during project engagements.

5. Anti-Bribery and Anti-Corruption

We strictly prohibit the offering, solicitation, or acceptance of any form of bribe, kickback, or improper inducement, whether monetary or non-monetary, in any business dealings. We adhere to all applicable anti-bribery and anti-corruption laws and regulations.

6. Political Contributions

We maintain a formal policy that prohibits direct or indirect political contributions made on behalf of the agency without explicit authorisation. We do not use agency resources or funds to support any political candidate, party, or campaign without appropriate oversight and compliance with applicable laws.

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7. Charitable Donations and Unpaid work for not-for-profit causes

We actively contribute to the betterment of society through charitable donations and unpaid work. Our agency supports causes that align with our values, positively impacting communities and promoting social welfare. All charitable donations and unpaid work efforts are made in compliance with relevant laws and regulations.

8. Confidentiality and Data Protection

We respect the confidentiality of client information and data. We handle all confidential information securely and only share it with authorized individuals or entities for legitimate business purposes. We comply with applicable data protection laws and take appropriate measures to safeguard personal and sensitive information.

9. Professional Development and Continuous Learning

We encourage the ongoing professional development and learning of our team members. We support their growth by providing training opportunities, fostering a culture of knowledge-sharing, and staying updated with industry trends, technologies, and best practices.

10. Compliance and Accountability

We are committed to complying with all applicable laws, regulations, and industry standards. We hold ourselves accountable for our actions and take responsibility for any mistakes or shortcomings. We encourage a culture of ethical behaviour and provide channels for reporting concerns or potential violations of this Code of Ethics.

This document captures our overall commitment to ethical business behaviour. Please read our specific policies and procedures relating to different areas of ethical behaviour which can be found within our handbook, namely:

- General terms and conditions, rules and requirements
- IT and internet policy
- Social media policy
- Data protection policy
- Anti-bribery policy
- Equal opportunities, diversity and inclusion
- Bullying and harassment policy
- Sexual harassment policy
- Whistle blowing policy

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