

# Code of conduct

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## About Kendew

KENDEW is the creative agency for all of your daily marketing and communication projects. We can help you tell the story that your client needs to hear and will always want to experience.

Most importantly, at KENDEW we always deliver more than expected, on time & on budget.

## About this Code of Conduct

This Code of Conduct communicates how we must behave and do business in a wide variety of circumstances and situations. The Code of Conduct holds the basic principles that each employee must observe when acting for or on behalf of KENDEW.

Every one of us is responsible for adhering to this Code of Conduct and making it an integral part of our daily business. The Code of Conduct is not merely a statement; we believe that putting the code in practice is part of what we stand for as professionals.

This Code of Conduct does not anticipate every situation we encounter, nor does it remove the need for using common sense and professional judgment. We expect our employees to be committed and performance driven and to respect our core values, leadership behaviors and policies.

We ask our employees to familiarize themselves with our Code of Conduct. If there is any any doubt about any of the guidance and rules laid down in this document, we ask our employees to openly discuss the matter with colleagues or to seek guidance from the management team.

## The KENDEW Leadership Behaviors

- Promote trust
- Deliver. Always.
- Make it happen
- Lead by example

## The Code of Conduct in Practice

KENDEW is committed to lawful, social and ethically responsible conduct. To emphasize this position, the management endorses this Code of Conduct. All KENDEW employees and business partners act according to the following behavioral principles:

### 1 **Speak Up!**

If our employees or business partners have reason to believe that someone is acting against our principles, the Code of Conduct or the law, they are encouraged to raise these concerns with their manager. KENDEW is committed to providing anonymity and defending anyone who raises concerns in good faith. This is laid down in the Speak Up Policy.

### 2 **Fair Competition:**

KENDEW has a zero-tolerance policy on fraud, corruption and bribery. Within our sphere of influence, we will not tolerate any attempt to gain or retain business by illegitimate means. It is our ambition to outperform our competition fairly and honestly. We believe we can get competitive advantages through superior performance of our products and services, and never through unethical or illegal ways of working.

We are strict on our stand point that acquiring proprietary information, trade secret information or any information without the owner's consent is prohibited. Each individual in our company should always have the goal of respecting the rights of our customers, suppliers, competitors and employees. We do not take unfair advantage through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other illegal trade practice. We do not engage in price fixing, bid rigging, or similar illegal market disturbing activities.

We believe strongly in our reputation, and for that compliance with our quality processes and safety requirements is essential.

In providing business entertainment and gifts in a commercial setting, our goal is to create goodwill and healthy and productive working relationships, and never to gain unfair advantage with stakeholders, clients or government representatives. We only accept gifts that are not cash, are customary in business practice, of reasonable value and that in any way cannot be construed as a bribe or payoff.

### 3 **Respect of ownership:**

KENDEW respects the property rights of third parties and operates checks and balances to reduce the risk that infringement of intellectual or other property rights takes place. Accordingly we expect third parties, business partners and our employees to respect our intellectual property rights and other company property. All employees of KENDWE are

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obliged to protect KENDEW's assets – and make sure we put them to efficient use, for legitimate business purposes of our company.

The respect for ownership also covers proprietary information. This includes intellectual property such as trade secrets, trademarks, patents and copyrights, as well as general or specific business plans, and designs and engineering of ideas, designs, databases, personal information, salary details and any unpublished report.

#### 4 **Data Privacy and Security:**

We act in accordance with the privacy laws. We respect the rights to data privacy of our employees and business partners and take measures to maintain confidentiality and keep information secure, following GDPR guidelines.

Conflicts of interest: We prevent conflicts of interest that might compromise sound business judgment and remain open and transparent should any conflicts of interest occur. In case of doubt, we encourage our employees and stakeholders to be transparent about the conflict, and actively avoid it.

#### 5 **Corporate Opportunities:**

All KENDEW employees should put the interest of our company first. This means all employees are prohibited from exploring and taking for themselves opportunities that are found through the use of KENDEW's property, tooling, contacts, information or position without the explicit consent of the Management. Employees are forbidden to use corporate property, information, or position for any personal gain. Employees may not compete with KENDEW directly or indirectly. If an opportunity arises, employees have a duty to advance KENDEW's interests.

#### 6 **Political Contributions:**

Employees of course enjoy the human right to support any political cause they want. Individual employees are free to make personal political contributions as they see fit. However, KENDEW is not involved in making political contributions, whether directly or through association.

#### 7 **Health and safety:**

KENDEW seeks to provide a safe and healthy working environment for its employees. We offer an environment where all employees can be the best they can be: themselves. We believe in transparent and regular performance management meetings and strive to have open relationships between employees, managers and teams.

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8 **Discrimination and Harassment:**

We have the belief that employing a diverse workforce is instrumental in offering high quality services to our clients. We are an equal opportunity employer in all aspects of employment and do not tolerate any discrimination or harassment based on race, color, religion, sex, national origin or any other protected class.

9 **Corporate Social Responsibility (CSR):**

KENDEW is committed to treat all its employees, business partners and other stakeholders fairly and similarly; irrespective of their gender, ethnicity or sexual orientation. We aim to minimize the environmental impact of our business as far as possible and to create an environmentally and socially sustainable business. KENDEW aims to contribute to a diverse, transparent, and upright business environment.

10 **External Communication & Social Media:**

As a company, KENDEW seeks to be present and play an active role in the online media landscape. With that we aim to send information to the markets, listen to developments and innovations and support brand awareness and sales. In doing so, we base our communications on our corporate values.

We encourage our employees to be proud of the KENDEW brand and the work we do for clients, but ask them for restraint when it comes to sensitive strategic and operational information. We never speak badly about others, customers, employees, suppliers and competitors. We do not react to rumors about acquisitions, products or changes in strategy or our organization. We do not use inappropriate language or openly support controversial causes. We refrain from anonymous comments.

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