

ETHICAL BUSINESS PRACTICES POLICY

INSIGHT CREATIVE LTD

1. Introduction

At **INSIGHT CREATIVE LTD**, we are committed to conducting our business with integrity, fairness, and transparency. Our Ethical Business Practices Policy outlines our commitment to ethical standards in all areas of our work, ensuring that our operations align with legal requirements, industry best practices, and our core values.

2. Compliance with Laws and Regulations

We adhere to all applicable laws, regulations, and industry standards governing our business activities. We ensure that our employees, contractors, and partners understand and comply with these legal requirements.

3. Integrity and Honesty

We conduct our business with honesty and integrity, ensuring that our communications, contracts, and transactions are clear, truthful, and in good faith. We do not engage in deceptive, fraudulent, or misleading practices.

4. Fair Competition

We compete fairly and do not engage in anti-competitive practices, including collusion, price-fixing, or monopolistic behaviours. We respect our competitors and uphold fair business standards.

5. Respect and Inclusion

We are committed to fostering a workplace culture of respect, diversity, and inclusion. We do not tolerate discrimination, harassment, or unfair treatment based on race, gender, age, disability, religion, sexual orientation, or any other protected characteristic.

6. Environmental Responsibility

As a creative agency, we recognise our responsibility to operate sustainably. We strive to minimise our environmental impact by reducing waste, using sustainable materials where possible, and promoting responsible resource management.

7. Confidentiality and Data Protection

We respect the confidentiality of our clients, employees, and partners. We adhere to data protection laws and take necessary measures to safeguard sensitive information from unauthorised access or misuse.

8. Anti-Bribery and Corruption

We have a zero-tolerance policy towards bribery and corruption. Employees and representatives of **INSIGHT CREATIVE LTD** must not offer, give, request, or accept any form of bribe or improper advantage in business dealings.

9. Social Responsibility

We are committed to making a positive impact on our community by supporting ethical partnerships, engaging in charitable initiatives, and contributing to social causes aligned with our values.

10. Accountability and Reporting

All employees and shareholders are encouraged to report any ethical concerns or violations of this policy. Reports will be handled confidentially and without retaliation. Any breaches will be investigated, and appropriate action will be taken.

11. Continuous Improvement

We regularly review and update our ethical business practices to ensure they remain relevant and effective in maintaining high ethical standards.

By adhering to this policy, **INSIGHT CREATIVE LTD** reinforces its commitment to ethical conduct, ensuring trust, integrity, and professionalism in all business activities.



Approved by: Matthew Crew - Director
Date: 1/1/2025