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Code of Conduct

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Introduction

selufen is an award nominated consultancy company that provides solutions to businesses built around auditing and reporting. It is our aim to make our clients' work better and to help our clients achieve their goals through informed decision making and risk managed solutions. Here is the opportunity to find out about our method and experience, as well as just some of the ways selufen can deliver the solutions needed for your business.

An integral aspect of our approach is the need for competent and reasonable risk management. If risks are managed properly, selufen believe that businesses will be better placed to cope with the tough times they may face. Ultimately, when risks are managed properly, businesses will also be in an ideal position to achieve their goals when times get better.

We also recognise that sometimes, doing business isn't as straight forward as we would all like it to be. selufen personnel may at times be required to exercise good judgement in order to act and operate in a way that retains the integrity of our services and company. These decisions can be to the benefit of some parties and potentially to the detriment of other parties.

At selufen we believe that every situation and project is as unique as the client we are working for and the consultant delivering that work – there is no 'one size fits all'. As such, we have established the following Fundamental Principles to guide our consultants, employees and any other person representing selufen in the delivery of our services. Each principle contains a summary explanation of how the key terms are to be understood and appreciated, as well as a summary of the commitment we make with regards to each principle.

Any clarification can be provided upon request.
Yours sincerely,

.....
James Stone

selufen Managing Director

Preamble

Words on a page and stating our commitment to these statements are cheap. Seeing actions that evidence our commitment is the key to the implementation and continued success of this Code of Conduct. Standing by this commitment is not always easy, it is however important, the value we place upon this commitment far surpasses any commercial or reputational imperative – this is the cost of doing business for selufen.

Our Mission and Vision

selufen limited is a consultancy company where **problem solving dreams come true**. This organisation has a proven track record of working with companies from many different sectors and industries in the pursuit and achievement of their certification requirements. We work with a number of market leaders - big companies, small companies, somewhere in between - supporting and maintaining their management systems, ensuring continual improvement and continued certification. We deliver our services with pride, therefore, **we are living the dream**. It is an amazing adventure. We invite you to share this adventure with us.

Ground Rules

selufen limited operate within the confines of the contract and with their customer's best interests at heart. We are confident in this approach, because we have established the following 'Let's Be' ground rules:

- Let's Be... Clear – There will be agreements in place to govern our commercial relationship, agreements that we sincerely hope all parties will be considerate and use this relationship for the benefit of both parties.
- Let's Be... Honest – Hiding, misconstruing, fabricating or manipulating information will always prove to be detrimental to any project. selufen limited needs honesty and truth, as this will enable the risk based thinking to function properly.
- Let's Be... Brilliant – We work with the intention of delivering the best possible outcome and completing any objective established for the scope of work.

Overarching Principles

Responsibility and Accountability

Definitions

- Responsibility – A duty and obligation to satisfactorily perform or complete a task (assigned by someone, or created by one's own promise or circumstances) that one must fulfil, and which has a consequent penalty for failure.
- Accountability - The obligation of selufen to account for its activities, accept responsibility for them and to disclose the results in a transparent manner. It also includes the responsibility we have for our clients' entrusted property.

Commitment

Our consultants are personally responsible and accountable for their actions, as are our employees and other persons paid to assist a project. We take ownership of all of our work, including any success or failure that results from it.

Honesty and Integrity

Definitions

- Honesty – The quality of being honest in what we have done, do and what we intend to do. Recognising the privileged position we occupy for our clients and the obligation to protect them from the result of dishonest actions.
- Integrity – Always doing the right thing, even when we don't have to.

Commitment

Our consultants act with honesty and integrity and do not compromise their position, that of the service provider or any of their clients. We operate at all times safe in the knowledge that any action we take can be recognised as being the right course of action to take.

Conflict of Interest

Definition

- Conflict of Interest - A situation that has the potential to undermine the impartiality of selufen because of the possibility of a clash between an individual's self-interest and professional or public interest.

Commitment

Where our consultants have a personal, public or conflicting interest in any matter in which they are involved they disclose that interest, if they know it to be in conflict with the interests of their clients. Where necessary, a conflict of interest review is undertaken prior to any agreement being established.

Compliance with the Law

Definition

- Law - The binding rules of conduct meant to enforce justice and prescribe duty or obligation and established by formal enactment by legislature. These laws carry with them the power and authority of the enactor and associated penalties for failure or refusal to obey. Law derives its legitimacy from the sovereign power of a parliament to enact them. For selufen, all agreements are governed by the laws of England and Wales.

Commitment

Our consultants obey the law and refrain from carrying out any act that they know, or ought to know, is unlawful or contrary to the service provider's policy.

Authority, Respect and Courtesy

Definitions

- Authority – Power that is delegated formally. It includes a right to command a situation, commit resources, give orders and expect them to be obeyed, it is always accompanied by an equal responsibility for one's actions or a failure to act.
- Respect – selufen deference to a right, privilege, privileged position, or someone or something considered to have certain rights or privileges when working with clients.
- Courtesy – Operating without the intention of offence and with the intention of being supportive and encouraging in all actions.

Commitment

Our consultants respect the rights of all individuals and do not abuse their position. We consider ourselves a guest in our clients' organisations, all while integrating their management systems in a complementary and constructive way.

Equality

Definition

- Equality – The perception of all parties and individuals to have the same value and to ensure that all individuals and parties are provided fair and matching treatment and respect, regardless.

Commitment

Our consultants act with fairness and impartiality. They do not discriminate on the grounds of sex, race, colour, language, religion or belief, political or other opinion, national or social origin, association with a national minority, disability, age, sexual orientation, property, birth or other status.

Confidentiality

Definition

- Confidentiality – Having our clients' trust and protecting any information provided in confidence based upon that trust, ensuring that any disclosure of such information and knowledge is done in line with that trust.

Commitment

Our consultants treat with respect any information with which they are entrusted during the course of business and access or disclose it only for the purposes for which it is intended. selufen treat the trust of confidentiality as an invaluable privilege that is not to be exploited, abused or misused.

General Conduct

Definition

- General Conduct – The way in which we act, in addition to the way in which it is perceived.

Commitment

Our consultants act in a professional manner. They do not behave in a manner which brings, or is likely to bring, discredit upon themselves, their clients, selufen or any other interested party, or act in a way that undermines or is likely to undermine confidence in themselves, that of any of their clients or selufen.

Challenging and Reporting Improper Conduct

Definitions

- Challenging – To confront or to contest a statement or action, whether completed, ongoing or intentional, where it is perceived to be morally or legally wrong, or the incorrect or detrimental way to proceed.
- Reporting – To present documented evidence or an account of findings with the intention of having this information used to make an informed decision.
- Improper Conduct – Conduct that is contrary to what has been contracted, established, expected or widely understood to be not acceptable for the situation in which it occurs.

Commitment

Our consultants challenge and, when appropriate, take action or report breaches of this code and the improper conduct of colleagues.

Dedication and Courage

Definitions

- Dedication – Going the extra mile to avoid excuses and to finish what is started.
- Courage – The quality of facing down the fear of failure through informed decision making and being confident enough in our abilities to admit when in the wrong.

Commitment

Our expectation is that when working with an organisation, as a client or supplier, there is a commitment to seeing any work through to the end and not accepting any excuse for not fulfilling that commitment.

Knowledgeable and Fair

Definitions

- Knowledge – Asking the contact what they want as opposed to assuming what we know, leading to informed decisions and relevant guidance.
- Fair – Being able to maintain an objective and balanced view, supportive of all parties in any discussion by acknowledging what they want and need.

Commitment

Maintaining a professional and balanced approach when working with partners to ensure that any engagement maximises everyone's opportunity for success through informed decisions and well-founded reasoning.