

# Analytical Components

## Basic Code Of Business Conduct

### **Confidentiality**

We are committed to maintaining the highest standard of integrity in all our dealings with potential, current and past customers, both in terms of normal commercial confidentiality, and the protection of all personal information received in the course of providing the business services concerned. We extend the same standards to all our customers, suppliers and associates.

### **Ethics**

We always conduct our own services honestly, honourably and within the law, and expect our clients and suppliers to do the same. Our advice, strategic assistance and the methods imparted through our training, take proper account of ethical considerations, together with the protection and enhancement of the moral position of our clients and suppliers.

### **Duty of care**

Our actions and advice will always conform to relevant law, and we believe that all businesses and organisations, should avoid causing any adverse effect on the human rights of people in the organisations we deal with, the local and wider environments, and the well-being of society at large.

### **Contracts**

Our contract will usually be in the form of a proposal, including aims, activities, costs, timescales and deliverables. The quality of our service and the value of our support provide the only true basis for continuity. We always try to meet our clients' contractual requirements, and particularly for situations where an external funding provider requires more official parameters and controls.

### **Payment**

We aim to be as flexible as possible in the way that customers pay us, we make no attempt to charge interest on late payments, so we expect payments to be made when agreed. Our terms are generally net monthly in arrears.

### **Intellectual property and moral rights**

We retain the moral rights in, and ownership of, all intellectual property that we create unless agreed otherwise in advance with our customers. In return we respect the moral and intellectual copyright vested in our clients' intellectual property.

### **Quality assurance**

We maintain the quality of what we do through constant ongoing review with our clients, of all aims, activities, outcomes and the cost-effectiveness of every activity. We encourage regular review meetings and provide regular progress reports.

### **Professional conduct**

We conduct all of our activities professionally and with the highest integrity.

### **Equality and discrimination**

We always strive to be fair and objective in our advice and actions, and we are never influenced in our decisions, actions or recommendations by issues of gender, sexual orientation, race, creed, colour, age or personal disability.

Signed: 

Name: Carl Beecham

Position: Managing Director

Date: 27.1.17