



## **Code of Conduct**

### **Standards of Individual Behaviour**

ITV's success depends on the professionalism of all of its employees – in their external dealings and in how they conduct themselves in relation to other employees. Its success in upholding the ethical principles and policies likewise depends on all staff observing these principles.

#### **General personal conduct**

We rely on our employees to observe standards in all conduct of company business:

- not to consume, possess or sell any illegal substances at work;
- to present themselves in a manner which invites respect, and is appropriate to the business at hand;
- to adhere to all relevant company guidance when on company business both during and out of normal working hours;
- not to behave in any way which will, or might, bring ITV into disrepute.

#### **Behaviour towards colleagues**

To bring growth and success, the working culture in ITV businesses must support the opportunity for all employees to make the fullest contribution they can. This requires that everyone within ITV works alongside others in a way that reflects, for example:

- integrity
- honesty
- trust
- fairness
- mutual respect
- concern for others
- maturity

We can only give of our best – and get the best from our colleagues – if we are an inclusive organisation that demonstrates the value we place on diversity, and if we make an effort to understand and get on well with our colleagues. Specifically:

- All forms of discrimination are completely unacceptable within ITV;
- We will not put anyone in a position which might threaten their dignity;
- All forms of harassment or bullying, whether physical, sexual, psychological or verbal, are completely unacceptable;
- We will uphold employees' rights to confidentiality and privacy whenever possible;
- We will demonstrate respect for others at all times;
- We value the cultural diversity of our staff;
- We will operate within all UK and EU human rights legislation.

## **Behaviour towards customers, viewers and members of the public**

Everything we do must be focused on delivering the highest quality and service to our customers, which in the case of television includes the millions of viewers of ITV and other channels, in the UK and worldwide. We need to acknowledge the concerns of our viewers, and treat them with respect.

In dealing with customers and viewers:

- The customer should be able to make informed decisions and choices. We will not withhold information which could affect the customer's decision unless such information is known to be confidential;
- We will communicate with our customers openly and honestly;
- We will respect and value our customers and viewers as individuals;
- We will respect our customers' and viewers' legal rights;
- We will consider that a customer or viewer complaint represents an opportunity for improvement and we will deal with each one positively, openly and in reasonable time;
- We will offer equal levels of service to all customers and viewers, and discrimination of any kind is unacceptable;
- We will ensure that customers' and viewers' privacy and confidentiality are protected whenever possible.

Like all ITV companies, ITV employs a number of duty officers who are always available, 24 hours a day, to take calls from viewers with questions, comments or complaints about any aspect of our service. These can range from poor quality transmission in a particular area, to the content of a programme or the time it was broadcast. The content of all calls is noted and passed to the appropriate line manager within the company.

## **Conflicts of interest**

A conflict of interest can arise when personal interests are in conflict with the interests of ITV.

- Activities outside work must not conflict with or detract from your employment responsibilities with ITV;
- Gifts in the form of cash should not be accepted from any third party associated with ITV;
- Gifts (including corporate hospitality) which when offered may influence, or appear to influence, your behaviour towards the provider in future business transactions on behalf of ITV should not be accepted.

If such an offer is made to you, or if you are in any doubt about whether it is appropriate to accept a gift, you must inform your line manager.

Offers of entertainment may be accepted in certain circumstances and the company has a Gifts Register in each. If in doubt, follow these guidelines:

- Could you openly justify your actions to your boss or colleagues?
- Will you be put under any real or implied obligation by accepting the offer?

## **Financial procedures**

- We should all maintain integrity and honesty in all financial transactions;

- Any illegal or unethical financial practices are unacceptable within ITV. We will always investigate suspicious activity;
- Fraud and theft are considered to be gross misconduct.

There are too many types of financial transactions in our daily business to provide an exhaustive list of financial misdealings. However one example would be inaccurate expense claims, which are unacceptable and may lead to disciplinary action. The principles of integrity and honesty should apply to all financial dealings and transactions. If in doubt, contact your line manager or Finance Department.

### **Preventing crime**

We all share responsibility for preventing crime at work. If an individual becomes aware that a crime is planned or may have been committed, it is that person's responsibility to advise the appropriate authority. If in doubt, speak to your line manager or the People and Development department first. But remember: you must never put your own safety at risk.

- Deliberate damage to, or theft of, any property belonging to ITV, its staff, customers or any associated third party is unacceptable;
- Any transaction which involves inappropriate use of company resources or property is dishonest and may be illegal;
- Our staff have a right to carry out their duties free from the fear of assault, intimidation or harassment. We will take all reasonable measures to protect our staff from any such threat;
- ITV will ensure that any legal issues are dealt with in absolute confidence.

As an employer, ITV will always comply with its statutory obligations. Where the policies and principles expressed in this document exceed the statutory requirement the company can, in its absolute discretion, vary, alter or cease any of these policies at any time giving due notice. The policies and principles detailed in this document are non-contractual.