

Code of Conduct Policy

1. Policy Statement

SeenEm® is committed to maintaining the highest standards of professional conduct, integrity and ethical behaviour. This Code of Conduct sets out the expectations for behaviour and professionalism for all individuals working for or on behalf of SeenEm®.

All individuals are expected to act honestly, responsibly and in a manner that protects the reputation and interests of SeenEm®.

2. Scope

This policy applies to all:



- Employees
- Directors and officers
- Contractors and consultants
- Agency workers
- Anyone representing SeenEm® in a professional capacity

Compliance with this policy is mandatory.

3. Professional Behaviour

All individuals must:



- Act with honesty, integrity and fairness
- Treat colleagues, clients and third parties with dignity and respect
- Avoid conduct that could damage SeenEm®'s reputation



Comply with all applicable laws, regulations and internal policies

Unacceptable behaviour will not be tolerated.

4. Equality, Dignity and Respect

SeenEm® is committed to providing an inclusive and respectful working environment.

Discrimination, harassment, bullying or victimisation of any kind will not be tolerated and must be reported in accordance with SeenEm®'s policies.

5. Dress Code and Personal Appearance

Individuals are expected to present themselves in a professional and appropriate manner at all times.

Dress standards should:



- Be appropriate to the role and working environment
- Reflect a professional image
- Meet health and safety requirements

Reasonable adjustments will be made where required for cultural, religious or medical reasons.

6. Communication and Conduct

All forms of communication, including verbal, written and digital communication, must be:



- Professional and respectful
- Free from offensive, abusive or inappropriate language
- Appropriate for the audience and context

This applies to emails, messaging platforms, social media and virtual meetings.

7. Use of Company Property and Systems

Company property, equipment and systems must be:



- Used responsibly and primarily for legitimate business purposes
- Protected from misuse, damage or unauthorised access
- Used in compliance with IT, data protection and security policies

Unauthorised use of company property or systems may result in disciplinary action.

8. Confidentiality and Data Protection

Individuals must protect confidential and sensitive information relating to:



- SeenEm®
- Clients and suppliers
- Colleagues and workers

All data must be handled in accordance with the **UK GDPR** and the **Data Protection Act 2018**.

9. Conflicts of Interest

Individuals must avoid situations where personal interests conflict, or appear to conflict, with the interests of SeenEm®.

Any actual or potential conflicts of interest must be declared promptly.

10. Gifts, Hospitality and Bribery

SeenEm® has a zero-tolerance approach to bribery and corruption.

Gifts or hospitality must:



- Be reasonable, proportionate and infrequent
- Not influence or appear to influence business decisions
- Comply with the **Bribery Act 2010**

11. Health, Safety and Wellbeing

All individuals must:



- Comply with health and safety procedures
- Take reasonable care for their own health and safety and that of others
- Report hazards, incidents or concerns promptly

12. Reporting Concerns

Any concerns regarding breaches of this Code of Conduct should be reported in line with SeenEm®'s reporting or whistleblowing procedures.

Reports will be handled confidentially where possible and investigated appropriately.

13. Breaches of the Code

Breaches of this policy may result in:



- Disciplinary action
- Termination of employment or engagement
- Referral to regulatory or law enforcement authorities where appropriate



14. Review and Approval

This policy is reviewed annually by the Board of SeenEm® to ensure it remains effective and compliant with UK law and best practice.

Approved by: The Board of SeenEm®

Review frequency: Annual

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