



# Code of Ethics

As a Dawn Snyder Associates, Inc. (DSA, Inc.) business partner or associate, you are charged with adhering to the highest standards of business and personal conduct. We cannot possibly write a policy that will cover all the possible situations in which you will have to make ethical or business choices; however, we ask that you always act with integrity, use good judgment and make your ethical choice on the basis of what is legal, honest, and fair to you, our company, and our clients.

## **THE CLIENT RELATIONSHIP**

The client relationship is one of the most important and treasured relationships that we as consultants have the opportunity to foster and grow. This relationship is the source of current and future business. At DSA, Inc, our client relationships are built on trust and mutual respect. We strive to exceed our client's expectations by providing personal support as well as the professional deliverables we have agreed upon. In terms of the client relationship, we expect the following:

- Always deliver what is promised on time and in budget.
- Return telephone calls and e-mail messages timely; a client should expect a response in less than 24 hours.
- Be prompt for meetings.
- Anticipate client needs whenever possible.
- If you encounter a problem, escalate it quickly and appropriately.

## **THE ASSOCIATE/PARTNER RELATIONSHIP**

Our relationship with associates and partners is equally valued. These are important and treasured relationships which we consider long-term commitments. At DSA, Inc., our associate and partner relationships are also built on trust and mutual respect. We strive to exceed associate and partner expectations by fostering a team atmosphere in which each professional can contribute fully and successfully to a quality project. In terms of our relationship with our teams, we expect the following:

- Always deliver what is promised to team members on time and in budget.
- Return telephone calls and e-mail messages timely; a team member should expect a response in less than 24 hours.
- Be prompt for meetings.
- Anticipate the needs of team members whenever possible.
- If you encounter a problem, escalate it quickly and appropriately.
- We all work together until the project is done.
- Invoices submitted on time are paid on time.

## **CONFIDENTIAL INFORMATION**

DSA, Inc. business partners and associates always have access to highly proprietary and confidential client information. Protecting this information is a responsibility that we take very seriously. Client information is not to be discussed or mentioned in a casual conversation with anyone not currently associated with DSA, Inc. or our business partners. There are no exceptions to respecting confidential information.

DSA, Inc. takes reasonable steps to maintain the secrecy of such information and requires that this information remain confidential both while you are working with us and when the project and/or your association with us ends.

Confidential information includes, but is not limited to:

- Business plans and strategy information, financial information, billing information, sales figures, price lists, balance sheets, marketing or mailing lists, existing or potential client databases, business strategy information, information relating to existing or future products and services, vendor or supplier contracts, internal memoranda, consulting reports, and research findings.
- Documents, materials and reports generated by DSA, Inc. including proposals, strategies, pricing, forms and formats, evaluation instruments, reports, and findings.
- Information about yourself or any other business partner or associate concerning pay/salary, employment dates, contract negotiations, performance expectations, or other personnel matters.

We protect the environment by recycling whenever possible; however, client confidential information (such as drafts of materials) is never to be thrown away or recycled. Return all materials to the project manager at DSA, Inc. for proper records disposal.

### **COMPANY ASSETS**

Assets of DSA, Inc. (including but not limited to, the copy machine, fax machine, computers, computer software, telephones, credit cards, petty cash, Internet service, office supplies, DSA, Inc. intellectual property, etc.) should not be used for any purpose other than the business and client needs of DSA, Inc.

### **OUR RELATIONSHIPS WITH COMPETITORS**

DSA, Inc. is and always will be a vigorous competitor. Our competitive strategies and other strategic decisions are made independently without consultation or discussion with our competitors.

DSA, Inc. respects our competitors and does not knowingly or intentionally use, borrow, or copy ideas, products, terms, or information produced or distributed by our competitors.

### **CONFLICTS OF INTEREST**

A conflict of interest may arise if while an active business partner or associate of DSA, Inc. you are:

- Asked to participate in the proposal process or on a project with a current DSA, Inc. client,
- Asked to participate with a DSA, Inc. competitor in the proposal process against DSA, Inc.,
- Asked to participate in the proposal process or on a project with a current DSA, Inc. business partner or associate, or
- Asked to participate in a situation which may interfere with your independent and objective exercise of judgment.

If such a conflict occurs, contact your DSA project manager immediately.

### **GIFTS AND ENTERTAINMENT**

Nominal entertainment, social functions, business meals, and holiday gift giving are a normal part of conducting business and usually will not constitute as a conflict of interest. However, gifts or entertainment beyond a nominal level could be viewed as an attempt to influence your judgment and should be avoided.

## **FINANCIAL RECORDS**

DSA, Inc. business partners and associates are expected to track billable time and expenses in a fair, accurate, and consistent manner. At any time, you may be asked to provide an audit trail and complete documentation that supports your invoice.

DSA, Inc. business partners and associates will:

- Support all reimbursable expenses with appropriate invoices, receipts, or related documents.
- Maintain and report records in accordance with generally accepted accounting practices and government reporting requirements.
- Observe our company record-retention procedures and protect records from accidental loss or destruction.

## **COPYRIGHT LAWS**

DSA, Inc. business partners and associates respect all copyright laws, and use only material and software that we have designed and developed ourselves or purchased commercially and have the written authority to use.

Violating a copyright exposes you and DSA, Inc. to serious legal and financial liabilities. Therefore, we maintain current licenses on materials such as computer software and off-the-shelf training programs and materials. We require our business partners and associates to follow copyright law and avoid using protected materials improperly.

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