



ETHICAL MARKETING CHARTER

2020 VERSION



OUR PROMISE TO YOU

Because we believe that practicing ethics in marketing means deliberately applying standards of fairness, of moral rights and wrongs and practice in the organization. In Questel, we have chosen our principles to operate by :



1. Honesty **Being honest and trustworthy is not just good ethics, it's good business**

We present product information that is truthful, accurate, fully informative and fair. We will never sacrifice integrity to make or maintain sales. We believe that trust is the most important element to establish the working relationship between different stakeholders, and also suppliers and customers.

2. Responsibility **We are not just making decisions and strategies, we are assuming consequences**

We accept responsibility for the consequences of our activities and make every effort to ensure that our decisions, recommendations and actions function to identify, serve and satisfy all relevant publics : customers, organizations and society.

We take all the environmental responsibility by implementing different policies : participation in trade fairs, anticipate waste management after trade fairs, use green goodies.

3. Fairness **Because our customers are never misled or tricked**

Our collaborators avoid making inaccurate or misleading statements regarding historical trading volumes and other material factors that may affect a client's decision to do business with that member. They take appropriate measures to identify and disclose conflicts of interest.



BECAUSE
RESPECTING
OUR **VALUES** IS
OUR **PRIORITY**

4. Respect

We won't agree all time, but disagreement is no excuse for disrespectful behavior

Our collaborators apply knowledge and skills without bias in respect of race, religion, gender, age, sexual orientation, family status and mental or physical handicaps.

They believe that customer satisfaction is as important as the product, as a consequence, listening to customer's needs and supplying them with products and services that fully meet their technical and quality requirements is a priority for us.

5. Transparency

We create our engagement through our transparency

As an intellectual property enterprise, we must be exemplary in terms of the accuracy and relevance of information provided to our stakeholders.

Our collaborators will provide clear communication regarding roles, capacities, pricing, fees, and other informations reasonably necessary to enable other market participants to make informed decisions about whether to do, or continue to do, business with them.

6. Citizenship

Because we are responsible towards society

We encourage sustainable and eco-friendly behaviors by reducing our energy and footprint. We also give donations to charity every year.