



FBW MEMBER CODE OF CONDUCT

Preamble:

The First Business Wellness (FBW) Association is a vibrant community of business leaders dedicated to excellence in business-to-business services, ethical conduct, and socio-economic development. This Code of Conduct establishes the foundational values and expected standards of behaviour for all FBW members, fostering a culture of trust, integrity, professionalism, and accountability. It serves to guide members in upholding the Association's mission and promoting honourable conduct across all business interactions. As a condition of membership, all members agree to adhere to all policies and codes of conduct created by the Association from time to time.

Your Responsibilities:

- Act honestly, transparently, and with integrity in all dealings.
- Comply with all applicable laws and regulations, avoiding criminal acts.
- Promote FBW's mission, vision, and values, and protect its reputation.
- Ensure products and services meet all safety, quality, and regulatory standards.

Ethical Conduct:

- Maintain the highest ethical standards: integrity, honesty, fairness, and respect.
- Honour all commitments and agreements, avoiding misrepresentation.
- Respect and protect all confidential FBW and client information.
- Avoid conflicts of interest and promptly disclose any potential conflicts.
- Never offer, solicit, or accept bribes or improper benefits.

Professionalism:

- Conduct business with professionalism, diligence, and accountability.
- Be truthful and accurate in all advertising, marketing, and communications.
- Commit to continual learning and improvement to maintain high standards.
- Provide extraordinary personal service, striving for affordability, accessibility, and responsiveness.
- Continuously remain current, relevant, innovative, and imaginative in your business.

Governance & Accountability:

- Uphold good governance, transparency, and ethical decision-making in your organisation.
- Refrain from actions that could discredit FBW or the broader business community.

Reporting & Enforcement:

- Report unethical or unlawful conduct by other members to the FBW Executive.
- FBW investigates reports fairly, and breaches may result in warnings, suspension, or termination.
- Members have a right to appeal disciplinary decisions.

Specific Guidelines:

- **Social Media:** Act with prudence and respect, never harming FBW's reputation or disclosing confidential data.
- **Artificial Intelligence (AI):** Use AI solutions responsibly, ethically, and securely, being aware of risks like erroneous information and confidentiality vulnerabilities.

Acknowledgement:

By signing this Code, each member affirms their unwavering commitment to uphold FBW's values, comply with this Code, and actively promote a culture of ethical and responsible business practice within their organisation and in all their dealings as an FBW member.

Name of Member: _____

Business / Company: _____

Signed at _____ **on** _____ **20**____

Signature: _____