webindustry®
Digital mindset

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>> Web Industry Code of Ethics

Ethical principles, values, standards and corporate guidelines regarding the ethical conduct of employees, contractors, managers and representatives.

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Introduction

In a constantly evolving world, characterised by complexity and ever-deeper interconnections, the adoption of a Code of Ethics represents, for Web Industry, a fundamental step towards strengthening its corporate ethics. A commitment to ethical values is not merely a moral obligation, but also a conscious choice to guide day-to-day actions and decisions in a responsible and sustainable manner. The Code of Ethics reflects a commitment to fostering a corporate environment based on integrity, transparency and respect. It is a tool that supports the company's mission, thereby contributing to the creation of value for all stakeholders involved.

Through the Code of Ethics, Web Industry effectively affirms that success is intrinsically linked to respect for people, the environment and society as a whole. The company aspires not only to be a successful player in its sector, but also to become an agent of positive change within the context in which it operates. The Code of Ethics is not merely a set of rules; it is a guide that inspires ethical decision-making in every aspect of one's work. Every team member is called upon to be a guardian of these values, helping to build a strong corporate culture based on honesty, fairness and mutual accountability.

1. Ethics

1.1 Corporate ethics

Ethics is a set of norms and values that govern people's behaviour towards others. In practice, it consists of a series of guidelines on virtuous behaviour to be adopted in various social contexts and in relation to the different situations that may arise in everyday life. It is a sort of 'internal manual' that guides companies and teams in making decisions and acting in a fair and correct manner. It means doing the right thing, not only because the law requires it, but because one believes it to be morally right. Ethics encourages us to assess the impact of our actions on people, the environment and society, prompting us to make choices that uphold fundamental values such as honesty, justice and respect. In short, ethics helps us navigate the complex landscape of decision-making, where it is always legitimate to ask: 'What is the right thing to do?' It is a compass that guides us towards responsible behaviour, helping to build a world in which everyone operates fairly and sustainably.

When we refer to corporate ethics, we are referring to the set of values that permeate the company and which it prescribes and recommends to everyone within its organisation, regardless of role or department. This translates into a series of virtuous behaviours that people must adopt when faced with everyday situations affecting the environment, people, animals and property. Web Industry requires its staff to adhere to the code of ethics as an essential part of its DNA. For this reason, the company does not merely monitor compliance with the code of ethics, but also raises awareness of the issue amongst its staff through meetings, workshops and internal sessions. Web Industry, like any other company, aims to make a profit, but always whilst adhering to ethical conduct, which is an integral part of its business model.

1.2 People

The Code of Ethics applies to everyone within the Organisation, whether they are employees or contractors. Web Industry organises meetings during which it sets out behavioural models that, taken together, help to establish an ethical framework. Each individual not only receives the company's messages on ethics but also plays a role in influencing others by putting the company's guidelines into practice through their own behaviour.

2. Values

2.1 Honesty and transparency

Honesty and transparency are fundamental pillars at Web Industry. The company firmly believes that the trust of its stakeholders – including customers, employees, business partners and the wider community – is crucial to its long-term success. To this end, it aims to conduct all its activities with integrity, avoiding deception and providing accurate information. Transparency guides all communication, both internal and external, and helps to ensure that truthful information about its business practices, performance and social and environmental impacts is made available. The company is prepared to rectify any errors promptly, demonstrating its commitment to high ethical standards.

2.2 Reliability

Web Industry is at the forefront of building a corporate culture centred on reliability as a key element of its corporate reputation. The company is guided by a behavioural model in which clients place their trust in it with complete confidence. To this end, it is committed to honouring the promises made to the market, its customers and stakeholders; to upholding agreements and contracts; to adhering to the scheduled and agreed deadlines; and, more generally, to honouring its word to any party with whom it deals, whether a legal entity or an individual. This value is promoted amongst all company staff, so that the behaviour of each individual always reflects this principle.

2.3 Social responsibility

Web Industry embraces social responsibility as an integral part of its mission. It is committed to making a positive contribution to the community and the environment. It adopts sustainable practices, promotes diversity and is open to active collaboration with the local community. It is open to dialogue with its stakeholders to understand their expectations and concerns, and endeavours to respond in a responsible and proactive manner.

2.4 Diversity and inclusion

Web Industry promotes diversity and inclusion as core values that enrich the fabric of its corporate culture. Diversity, which encompasses differences in background, perspectives, abilities and identity, is a source of strength that fosters innovation and creativity.

The company is committed to creating a fair, respectful and inclusive working environment, where every individual has the opportunity to contribute to the best of their ability. It actively promotes

equal opportunities, ensuring that decisions relating to recruitment, training, promotion and remuneration are based solely on merit and skills.

Web Industry condemns any form of discrimination, harassment or prejudice. It provides support and resources to foster awareness and understanding of diversity amongst its employees. Furthermore, it welcomes and respects the unique perspectives of each individual, promoting a working environment in which everyone feels valued and respected. Diversity and inclusion are not merely stated values, but a daily practice that all members of the Web Industry team are called upon to actively support.

2.5 Employment protection

One of Web Industry's priorities is the protection of workers. The company recognises the importance of this aspect in terms of well-being; for this reason, it promotes a safe, healthy and respectful working environment, in which every individual can carry out their duties with dignity and without risk to their health.

The company upholds ethical employment practices, respecting the fundamental rights of workers and complying with all applicable labour laws and regulations. It guarantees equal opportunities, fair treatment and fair pay for all employees, eliminating any form of discrimination or harassment in the workplace. Furthermore, it encourages continuous training and professional development to ensure that employees can maintain and enhance their skills throughout their careers. Web Industry believes in a healthy work-life balance, recognising the importance of providing individuals with the time and space necessary for a fulfilling personal life. Protecting workers' rights is not merely a legal obligation, but an integral part of the company's philosophy.

2.6 Environmental awareness

Web Industry is committed to preserving and protecting the environment in which it operates. Environmental stewardship is a core value that guides the company's decisions and actions, as a contribution to a sustainable future.

The company is at the forefront of reducing the environmental impact of its day-to-day operations, adopting practices and processes that promote energy efficiency, waste reduction and the sustainable use of resources. It promotes innovation to develop eco-sustainable solutions and prioritises collaboration with suppliers and partners who share the same environmental values. Here too, this approach is not merely an obligation, but a commitment that the company embraces to help create a healthier and more sustainable world for future generations.

2.7 Compliance with applicable laws, codes and regulations

Our commitment to integrity and corporate ethics is reflected in our strict compliance with all laws, codes and regulations applicable to our business activities. Web Industry operates in accordance with local, national and international regulations, recognising that compliance with the law is fundamental to our reputation, sustainability and social responsibility.

The company conducts all its operations ethically, avoiding fraudulent, corrupt or illegal behaviour. It promotes a corporate culture in which every team member is responsible for adhering to the laws and regulations relevant to their sector and related activities. The company maintains transparency and cooperates with the relevant authorities, providing all requested information in a timely and accurate manner. It constantly monitors developments in the laws and regulations affecting its sector, promptly adapting its business practices to ensure compliance.

3. Rules and standards of conduct

3.1 Relationship with customers, suppliers and partners

Web Industry recognises the importance of its relationships with customers, suppliers and business partners. Its ethical commitment in this area is based on the principles of transparency, mutual trust and respect.
With regard to customers, the company is committed to providing high-quality products and services, honouring contractual agreements and ensuring maximum customer satisfaction. Communication is open and honest, and the company works to resolve issues promptly and fairly. With suppliers, it maintains business relationships based on integrity and loyalty. It is committed to treating suppliers with respect and fairness, seeking to establish long-term relationships based on collaboration and reciprocity. With partners, it values the synergies created through solid and transparent collaborations. In all its relationships, the company is committed to honouring agreements, sharing information ethically and working together for mutual benefit.

All Web Industry employees are required to adhere to these principles in their dealings with customers, suppliers and partners. In the event of ambiguous situations or ethical issues, the company encourages open communication with those responsible for corporate ethics to ensure that all matters are addressed with the utmost transparency and integrity.

3.2 Competitors

Web Industry believes in fair competition and mutual respect within the market. A competitive environment stimulates innovation and improves the quality of products and services. In conducting its business, the company adheres to the highest ethical standards in its dealings with competitors.

Fair competition: the company competes ethically, avoiding unfair commercial practices, market manipulation or any behaviour that could damage a competitor's reputation or the trust of its customers.

Mutual respect: Web Industry supports healthy competition and is committed to respecting the efforts and achievements of its competitors. It avoids defamatory or unfair statements, promoting open and constructive dialogue within the sector. In the event of conflicts or disputes, it seeks solutions through appropriate channels that comply with applicable laws.

Compliance with antitrust laws and competition regulations: Web Industry complies with all applicable antitrust laws and competition regulations. It refrains from any behaviour that could be considered an anti-competitive practice, collusion or abuse of market position.

3.3 Marketing and communication

Marketing and communication are essential for building a relationship of trust with customers, partners and the wider community. At Web Industry, all marketing and communication activities are carried out in an ethical, honest and transparent manner, in accordance with the fundamental values of professional ethics and integrity.

We avoid any form of deception, exaggeration or manipulation of information in order to ensure that the market and our customers have the opportunity to make informed decisions. The company complies with all relevant laws and regulations governing marketing and communication. This includes compliance with advertising laws, the proper management of intellectual property rights and adherence to local and international regulations.

In its various promotional activities, the company avoids content that is offensive, abusive or discriminatory. Web Industry promotes a clear ethical standard and refrains from practices that could damage the company's reputation or negatively influence public perception.

3.4 Fairness in the management of contracts

Web Industry conducts all contractual activities in an ethical and transparent manner, in compliance with applicable laws and regulations. The proper management of contracts not only

reflects the company's core values, but also helps to strengthen relationships with its business partners.

Contracts are drafted in a clear, transparent and comprehensible manner for all parties involved. The company takes care to avoid any misunderstandings. Transparency in the drafting of contracts is essential for establishing a foundation of mutual trust. Once contracts have been entered into, the company is committed to fully honouring all contractual agreements. Any amendments or changes are promptly communicated and shared with the parties concerned. In the event of contractual disputes, the company is committed to resolving them in an ethical and constructive manner. The company favours the amicable resolution of disputes through open dialogue and negotiation in good faith. In more complex situations, it adheres to ethical legal dispute resolution procedures that comply with the law.

3.5 Data protection

The company guarantees the highest level of information protection, recognising the 'sensitive' nature of company data, trade secrets and confidential information. All employees are required to treat company information with the utmost confidentiality and to implement security measures to prevent unauthorised access, loss or disclosure.

To maintain the integrity and confidentiality of information, every employee must strictly adhere to the company's policies and procedures. This includes the responsible use of IT devices, the careful management of passwords, restricted access to information relevant to one's role, and the immediate reporting of any security breaches or suspicious activity.

The company is also committed to maintaining state-of-the-art security technologies to protect company information from external threats and to comply with applicable regulations.

3.6 Empowerment

Web Industry promotes a culture of accountability amongst all its staff, as each individual contributes to the company's overall success and to upholding high ethical standards. For the company, individual accountability is the foundation of a healthy and successful working environment.

All employees are encouraged to be mindful of their actions and the consequences these may have on the company, their colleagues and customers. Accountability includes carrying out one's work duties diligently, communicating transparently and complying with laws, regulations and this Code of Ethics. Accountability also extends to the management of company resources and involves the sustainable use of these resources and an awareness of the impact of the company's activities on the environment. Every employee is encouraged to propose and adopt practices that reduce the

company's environmental footprint. Mutual respect, collaboration and the sharing of knowledge are essential to the company's success, and the accountability of each member plays a key role in this process.

3.7 Politeness and respect

For Web Industry, education is an essential tool for the professional and personal development of all its members. Mutual respect is the cornerstone of the company's culture. Every employee is expected to treat others with courtesy, empathy and an open mind. The company promotes an inclusive environment in which every voice is heard and respected, regardless of differences in gender, age, ethnicity, sexual orientation or background.

Courtesy and respect also extend to relationships with customers and business partners. The company demands high ethical standards in its interactions, in resolving conflicts constructively and in contributing positively to the well-being of the community in which it operates.

A courteous and respectful working environment not only improves staff satisfaction but also helps to build stronger relationships with all stakeholders.

3.8 Confidentiality

Web Industry guarantees the utmost confidentiality of company information, customer data and other sensitive information.

Every employee is required to treat company information with the utmost confidentiality, avoiding the unauthorised disclosure or misuse of such data. This includes information on customers, ongoing projects, business strategies, trade secrets and any other information identified as confidential. Confidentiality also extends to internal and external communications. Employees are required not to disclose confidential information to unauthorised persons and to handle communications with the utmost care. Furthermore, when dealing with sensitive customer information, the company is committed to complying with applicable privacy laws and regulations.

3.9 Pro bono services

At Web Industry, there is a strong sense of social responsibility, and for this reason the company makes a positive contribution to improving society. In line with this commitment, it actively promotes and supports pro bono activities, offering its expertise, resources and time to social, environmental or cultural causes that contribute to the common good.

It is important to emphasise that the company derives no profit from its pro bono activities. This commitment is aimed at making a genuine and meaningful contribution to social wellbeing, without any profit motive. Participation in pro bono initiatives not only helps to support individuals, organisations and companies involved in social projects, but also enriches the corporate culture, inspiring a sense of purpose and commitment among its staff.

4. Scope of application of the Code of Ethics

4.1 Intended audience

This Code of Ethics sets out the fundamental framework of values, standards and ethical obligations that guide the conduct of all those involved in Web Industry's activities. This Code applies to all employees, contractors, consultants and any other individual or organisation acting in the name and on behalf of the company.

Web Industry expects everyone involved in the company's activities to understand, adopt and adhere to the principles set out herein. This commitment is essential to maintaining a working environment that is ethical, respectful and compliant with legal and regulatory requirements.

Compliance with this Code of Ethics is a commitment that goes beyond individual day-to-day actions. It is a testament to our collective commitment to ethical and responsible behaviour. Every member of the organisation is called upon to uphold and safeguard these principles, thereby contributing to the creation of a healthy working environment.

4.2 Communication and distribution of the code of ethics

This Code of Ethics will be made available to all employees, contractors and other stakeholders via internal communication channels, in digital and/or printed format. Furthermore, it will form an integral part of the welcome pack, alongside the document 'Principles, Values and Standards of Conduct within the Company' intended for new recruits, in order to emphasise the importance of the company's values right from the start of their journey with the company.

It is the responsibility of every member of the company to read, understand and adhere to the principles set out in the Code. The company is committed to raising awareness amongst its staff to ensure that all members are always aware of the company's ethical expectations and their responsibilities in this regard.

Web Industry invites all members of the company to embrace these principles, thereby helping to create an ethical and sustainable working environment.