

IAM

Code of Conduct





## Code of Conduct

Instytut Audytu Mediowego in an objective, reliable and neutral manner; independent of any influence; maintaining the highest business and ethical standards, advises advertisers in increasing the effectiveness of their marketing budgets, and by optimizing the selection of appropriate communication channels, contributes to the systematic increase in their competitive advantage.

We adhere to the following **Key Principles**:

### Independence:

- > We do not have any family ties to media and advertising agencies;
- > We have no business relationship with media and advertising agencies;
- > We do not provide services that compete with media and advertising agencies;
- > We do not provide media planning or media buying services;
- > We do not engage in negotiations with media owners or publishers on behalf of our clients;
- > We present our recommendations to Clients solely and exclusively guided by the best understood interests of the Client and the benefits of its brands brought by the recommended selection of specific media suppliers;

### Confidentiality:

- > We ensure the confidentiality of all data and information received in connection with the provision of our services, in particular data and information provided by advertisers and media agencies;
- > We provide full anonymization of data in the pool;

### Remuneration:

- > Advertisers are our sole source of remuneration;
- > We do not make our remuneration dependent on the amount of material benefits achieved by our client resulting from our services;
- > We do not accept gifts or any other financial benefits from media and agencies;
- > We do not make payments or give gifts to third parties in connection with the performance of our services for the client

### Respect:

- > We respect the representatives of media agencies and their work with due respect, while ensuring full objectivity, neutrality and fairness of opinions expressed by us about their work and the resulting recommendations made to advertisers;
- > We are opposed to discrimination against any groups of the population and national minorities;
- > We oppose any manifestation of gender inequality;
- > We express our respect for veterans, people with disabilities, people of different sexual or religious orientations and others



## Data and Information Management:

- > We comply with the information obligations of the controller processing personal data towards the data subject, resulting from the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repeal of Directive 95/46 / EC (general regulation on the protection of personal data - GDPR)

## Legal Liability:

- > We operate in accordance with applicable law;
- > We do not have and have never had any conflict of interest;
- > We follow the rules of Fair Competition;
- > We do not offer, make, promise, authorize or accept any payment or give any financial benefit, including but not limited to bribes, directly or indirectly, to government officials, regulators or anyone else to influence, induce or reward an action, omitting or issuing a decision in order to guarantee an unjustified benefit or obtain or maintain a source of income;
- > We comply with all anti-corruption laws and other related regulations;
- > We perform all analyzes ensuring their consistency with the international code of the World Federation of Advertisers.

## Ways of working:

- > We are modest and hardworking;
- > We help our Clients to navigate efficiently in the maze of media parameters and constantly changing prices;
- > We describe reality as it is in simple and understandable language;
- > We understand the importance of every dollar spent on the media and the associated burden of responsibility on the shoulders of those making key financial decisions;
- > We work to be worthy of our Clients' trust.

## We keep our promises.



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