



Here is our code of conduct.

It is that of the international firm PWC.

Many clients ask us about this approach. It makes sense to us.

Whatever we do, does it pass these ten criteria?

1. Is it against the standards of your own organisation, professional standards or standards of society in general?
2. Does it feel right?
3. Is it legal?
4. Will it reflect negatively on you or your own organisation?
5. Who else could be affected by this (others in your organisation, clients, you, etc.)?
6. Would you be embarrassed if others knew you took this course of action?
7. Is there an alternative action that does not pose an ethical conflict?
8. How would it look in the newspapers, television or on social media?
9. What would a reasonable person think?
10. Can you sleep at night?