



## **CODE OF ETHICS**

*Acting responsibly, stems from ethical thinking*

Why is this code?

Before you is the Code of Ethics of NSD INTERNATIONAL. Traditionally, ethics, the doctrine of good and evil. With this code, we try to give our employees, contractors and other stakeholders guidelines (standards) to do good and to resist evil throughout our work. On the one hand because it is expected of us. Partly because we must set a good example, given the nature of our work.

A Code of Ethics by us and for all of us

The standards in this Code are based on underlying ethical principles (values) that we consider important. However, values may vary from person to person depending on your education, experience and outlook on life. It is not obvious that we share the same values. Precisely for this reason we set limits (standards) regarding behavior. NSD INTERNATIONAL Code of Ethics is in fact a code of conduct. We insist that all concerned who work for or on behalf NSD INTERNATIONAL, they accept it without reservation Code of Ethics and work it.

The NSD INTERNATIONAL code of Ethics is critical to our reputation, which is the core of our success. We must ensure that whatever we do to strengthen our reputation and protects. By the Code to comply we create a supportive, positive mood, which strengthens our confidence and enhances our reputation.

The NSD INTERNATIONAL employee or freelancer will not only considered your own code to be aware, but to carry out this well. The aim is to involve all of us to develop the next version of this Code of Ethics in order to strengthen it and clarify, so it is even more of us. However, it remains our intention to keep the code in outline and not to do more extensive than necessary.

Implementation of our code of conduct

This Code of Ethics serves as a guide for our behavior. However, it will not always be immediately obvious whether a particular decision or form of action is consistent with the letter and spirit of the Code of Ethics. You are then faced with a dilemma.

If I am not sure, have I asked for help?

When in doubt, the golden rule that you disclose the situation or dilemma and discuss it openly.

1. How would others react when they hear it?
2. Is it legal?
3. Where it relates to situations in which you are the center, it is important to ask yourself the following; Does it feel good?



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When the dilemma relates to situations where you are confronted with (possible) unethical or undesirable behavior of others, everyone is individually responsible to address this. Looking away and create tolerance makes you responsible for an unhealthy atmosphere!

If this occurs, assistance in the management (Marcel van der Graaf ). The Management Board is obliged to act carefully with a notification.

### Compliance and sanctions

We take our code of ethics seriously. This also requires us to take action when people among us do not abide by the rules and the intention of the NSD INTERNATIONAL Code of Ethics. We expect the same from you.

Marcel van der Graaf

On behalf NSD INTERNATIONAL  
24 January 2017

## The 7 rules of the NSD INTERNATIONAL Code of Ethics

### 1. Integrity is a must

- Integrity is conceived in explicit sense and respecting all applicable laws and regulations. Implicit meaning integrity governs act in accordance with the (previous) prevailing moral values and the associated (game) rules.

Integrity can be interpreted as honesty, integrity or good in a moral sense (virtuous). Transparency is a guarantee of integrity, because they prefer to hide dishonest behavior.

### 2. Respect the property of others

- The theft of goods or money, either through theft, embezzlement or fraud is unacceptable.

- Those unauthorized copying and / or use of intellectual property of others, or the software or files now, is not accepted. Definitely software used commercially, must be purchased under proper license.

Case of theft, embezzlement and fraud of law pursuant to the (immediate) termination of cooperation or appointment (dismissal).

### 3. Confidentiality and privacy must be ensured

- Information that is not public or is only known to a limited extent, or may be made confidential. This means that they will not be disclosed outside the authorized persons and organizations within these constraints.

- All personal, sensitive information that comes to our attention by performing our work is anonymous.

- Knowledge and information that is available under the function and / or job performance, is used only for the purpose for which they were given.

- Equipment and software used for recording of operations should be provided with adequate security features such as passwords, encryption, firewalls and anti-virus software.

The requirements are also explicitly designed to prevent inadvertent disclosure of confidential information ( "data protection").

4. discrimination, aggression, violence and (sexual) harassment will not be tolerated  
- Discrimination: doing some form of statements, perform acts towards or making decisions about persons who are insulting to persons because of their race, physical characteristics, religion, gender, beliefs, political affiliation, and / or sexual orientation or making any distinction based on these factors.

- Sexual harassment: unwelcome sexual advances in the form of requests for sexual favors or other verbal, non-verbal or physical conduct

- Aggression and violence: bullying, psychological or physical harassment, threats or assault.

The expectations regarding discrimination, aggression, violence and (sexual) harassment, also apply to behavior on the Internet. These include inter alia (but not exclusively) to the unsolicited sending or consult deliberately visible to others of indecent images or texts, including discriminatory, pornographic and / or sexual.

5. Conflict of interest

- Conflicts of interest involves giving priority to other interests of any nature and quality whatsoever- above the interests of NSD INTERNATIONAL or its clients.

Conflicts of interest includes the holding of (in) direct (financial) interest in or commitment to carry out work that the impartiality and / or independence harm or could harm (appearances against 'do).

6. Corruption is unacceptable

- Corruption can be understood in a broad sense as abuse of power, in order to benefit themselves or others.

Corruption is the counterpart of integrity and can consist of receiving money, favors, goods or (other) "gifts" in exchange for influencing such as providing favors. They may never working for NSD INTERNATIONAL or its clients (either as an employee or as a freelancer) favors or accept goods which (sometimes combined) the commercial value in excess of 30 euros.



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### 7. Protection of the name and reputation

- Our actions, behavior and communication must always be focused on protecting the image of NSD INTERNATIONAL or its clients (including "ABBOTT" and "????").

- Communication

As social media continues to evolve, NSD INTERNATIONAL will be regular update social media policy

so that business interests and reputation are protected.

*SOCIAL MEDIA ARE A COMMUNICATION CHANNEL LIKE ALL OTHER AND HAVE EVEN THOUGHT AND CAUTION BE USED. BIG DIFFERENCE BETWEEN SOCIAL MEDIA AND OTHER COMMUNICATIONS PLATFORMS, THAT IT IS IMMEDIATELY VISIBLE AND VERY FAST TO ACHIEVE A LARGE AUDIENCE. IT MAY AN ERROR or reckless NOTE MORE (AND FASTER) DAMAGE TO BE COVERED PERSON AND THE IMAGE AND THE REPUTATION OF THE COMPANY OR OTHER FORMS OF COMMUNICATION. IT IS ALSO VERY DIFFICULT TO REMOVE SUCH COMMENTS OR MESSAGES OF SOCIAL MEDIA OR TO PREVENT THEM BE DISTRIBUTED CONTINUE EVEN AFTER THEY ARE REMOVED. EVEN IF YOU SOON-PER-CALL TITLE COMMUNICATING, YOU MUST DUE AWARE OF THE CONSERVATOR sequences YOUR STATEMENTS AND COMMENTS.*

For more information about the content of the Code of Ethics questions, you can always call

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