

## Out-Smarts Code of Ethics

At Out-Smarts, we're driven by our values. Our Code of Ethics is the foundation of our commitment to integrity, excellence, and social responsibility in everything we do.

Our values encompass:

- Respecting the environment
- Delivering exceptional-quality services
- Building trust through transparency
- Innovating for our clients
- Giving back to our communities
- Applying our deep expertise to every challenge.

We hold ourselves and our partners accountable to these ethical standards. Adherence to this Code is essential to upholding Out-Smarts' reputation and commitment to excellence.

## Values and Principles

### Respect

We treat everyone with dignity and respect, valuing diverse perspectives, backgrounds, and experiences.

Out-Smarts respects team members, contractors, consultants, and clients:

- Work-life balance is encouraged.
- Our people are respected and empowered to do good work.
- Clients are treated with care and respect, even beyond project completion.

We have zero tolerance for harassment and will terminate working with anyone who acts disrespectfully or unethically.

### Goals-Oriented & Client-Focused

At Out-Smarts, we take a goal-oriented approach focused on delivering outstanding results for our clients. We establish clear objectives upfront through a collaborative process with our clients to ensure alignment on the targets and measurable outcomes.

### Quality

Quality and excellence are at our core. We have a thorough review and testing processes, and taking shortcuts is not our style. We're dedicated to continuous improvement through

training, process updates, and staying on top of industry best practices. Client feedback helps ensure we're hitting the mark on delivering high-quality work.

## Trust

Trust is the foundation of successful, long-term partnerships. To protect our clients, we have strict policies around confidentiality, data privacy, and security. There is a zero-tolerance approach to any unethical behaviour that could betray a client's privacy or trust.

## Environment

Out-Smarts is committed to sustainable, environmentally friendly operations through:

- Utilisation of energy-efficient equipment
- Supporting renewable energy sources where possible
- Implementing recycling programs
- Minimising the environmental impact of business travel by choosing virtual meetings instead.

We show our dedication to environmental sustainability by maintaining our [Radicle Climate Smart Certification](#).

## Social Responsibility

Out-Smarts actively supports non-profit organizations through financial donations, pro bono work, and volunteering. As an active member of the [Coralus](#) community, a global collective that practices different ways of operating aimed at creating a better present and future, we dedicate capital to women—and non-binary-led ventures.

## Transparency

Out-Smarts believes in full transparency, being open and honest in all communications and actions:

- We provide detailed reporting and real-time project visibility to clients.
- Any issues are promptly disclosed and addressed.
- Proprietary client information is carefully safeguarded while other relevant data is freely shared.
- Client meetings are recorded with permission
- Clients have access to all working documents.

## Clear Communication

Out-Smarts takes communication seriously by avoiding jargon and focusing on clear, concise communication. Complex topics are broken down into easy-to-understand concepts through visualizations, examples, and plain language. Active listening and feedback loops ensure mutual understanding.

## The Bottom Line

The Out-Smarts Code of Conduct isn't just a bunch of words on a page. It's a plan to guide our actions and decision-making so we can commit to doing great work for our clients and community. We live these values and actions and expect the same from those we do business with.