



NEW CENTURY CODE OF CONDUCT

In the conduct of public affairs work and public relations then those employed by New Century shall:

1. Observance

Observe the principles of the UN Charter and the Universal Declaration of Human Rights and the European Convention on Human Rights

2. Integrity

Act with honesty and integrity at all times so as to secure and retain the confidence of those with whom the New Century employee comes into contact and enters dialogue;

3. Dialogue

Seek to establish the moral, cultural and intellectual conditions for dialogue, and recognise the rights of all parties involved to state their case and express their views;

4. Transparency

Be open and transparent in declaring their name, organisation and the interest they represent and be clear in the case or cause they are seeking to promote;

5. Conflict

Avoid any professional conflicts of interest and to disclose such conflicts to affected parties when and if they occur;

6. Confidentiality

Honour confidential information provided to them;

7. Accuracy

Take all reasonable steps to ensure the truth and accuracy of all information provided;

8. Falsehood

Make every effort to not intentionally disseminate false or misleading information, exercise proper care to avoid doing so unintentionally and correct any such act promptly;

9. Deception

Not obtain information by deceptive or dishonest means;

10. Disclosure

Not create or use any organisation to serve an announced cause but which actually serves an undisclosed interest;

11. Profit

Not sell for profit to third parties copies of documents obtained from public authorities;

12. Remuneration

Whilst providing professional services, not accept any form of payment in connection with those services from anyone other than the principal;

13. Inducement

Neither directly nor indirectly offer nor give any financial or other inducement to public representatives or the media, or other stakeholders; conform completely with the Bribery Act 2010

14. Influence

Neither propose nor undertake any action which would constitute an improper influence on public representatives, the media, or other stakeholders;

15. Competitors

Not intentionally injure the professional reputation of another public affairs and public relations professional

16. Poaching

Not seek to secure another sector professional's client by deceptive means;

17. Employment

When employing personnel from public authorities or competitors take care to follow the rules and confidentiality requirements of those organisations;

ENDS