

Setting new standards. 🚀

Code of Conduct

# How to be MYTY

## **#1** We go above and beyond standards.

We continually challenge ourselves, our colleagues and our work and strive to constantly improve our competencies.

## **#2** We are solution-oriented.

We identify the key problems of our clients and solve them sustainably. In doing so, we also recognize and assume responsibility beyond a project.

## **#3** We value good relationships.

We build long-term relationships with our clients – and nurture them by earning their trust each day.

## **#4** We do what it takes for the best idea.

We don't like rigid hierarchies or silo thinking. We focus on the best solution – no matter where or from whom the idea comes.

## **#5** We think and work in a networked way.

Each MYTY member is an access point for the entire expert network of the MYTY group – for our clients as well as our employees.



# Leadership

## Basic Principles

We are team players. We constantly challenge ourselves and strive for continuous self-improvement for ourselves and our teams. We act human. If we make mistakes, we own up to them. We make well-founded and comprehensible decisions and communicate them honestly, openly and appropriately. We live by our values and are open to new ideas.

## Understanding the Team

We know: our teams are the basis of our success. We train our employees to become real teams and achieve more together. We take care of our colleagues and look after their well-being. We give our teams responsibility and take responsibility for their actions.

## Leadership

We lead responsibly and fairly. We empower employees and help future leaders in their development. We make sure assigned tasks are understood properly, documented transparently and successfully completed.

## Team Spirit

We demand and promote a good team spirit and a sense of responsibility towards colleagues and the company. We deploy our teams according to their skills. We inform our teams continuously, openly, directly and understandably.

## Leading by Example

We live by our values. As leaders, we serve as role models for our teams and shield and support them. We abide by clear, solid and transparent values, which we have set out in these principles.

## Transformation

We use new technologies and innovations and think and work in a modern and contemporary way. We are open to change and focus on the present and future.



# Social Behavior

## Basic Principles

- ▷ We are friendly and professional.
- ▷ We listen and give our 100% attention.
- ▷ We are punctual and respectful.
- ▷ We are open, direct, honest, and open to criticism.
- ▷ We are reliable, helpful and trustworthy.
- ▷ We are tolerant and tactful.
- ▷ We are fair and treat others the way we want to be treated.
- ▷ We keep promises.
- ▷ We don't show off.
- ▷ We are polite.
- ▷ We act appropriately and competently.
- ▷ We work in a structured manner and with clearly defined goals.

## Social Interaction

We cultivate a friendly, cooperative, helpful, professional and respectful relationship with each other and our clients.

## Culture / Open Feedback

We maintain a culture of open communication and address things directly and honestly. We give open and constructive criticism and proactively seek feedback from our partners.

## Etiquette

We are friendly and polite to others and pay full attention. We let each other finish talking and listen to each other. We show up on time and prepared for appointments. Even in stressful situations, we maintain our composure and stay calm. We are professional, competent and reliable.

## Mindset

We are diverse, open and without prejudice towards gender, sexuality, religion and culture. We do not engage in gossip, bullying or other harmful actions. We are loyal to our partners and friends.

# Compliance

## Basic Principles

We do not tolerate bribery, corruption, extortion or embezzlement and commit ourselves to acting professionally, decently and honorably in all of our business dealings and relationships worldwide.

## Bribery

We are not open to bribery and do not offer bribes. When accepting or granting gifts and other benefits, we always ensure that they are socially appropriate and that conflicts of interest, influence and dependencies can be ruled out.

## Corruption

We know that corruptibility, or attempts to obtain advantages through bribes, not only causes material harm, but also undermines the foundation of a society. At MYTY, we are committed to the United Nations Convention against Corruption and ensure compliance with national legislation.

## Personal Advantages

We have no fixed value limits for hospitality. In the case of invitations extended and accepted, we ensure that there is a clear connection with the companies activities, that they are customary in business, and that they correspond to the professional position of those involved.

## Gifts

We will only grant or accept non-cash benefits up to a value of 35 euros/40 CHF. We will only accept or grant non-cash benefits in excess of 35 euros/40 CHF if prior agreement has been reached with the immediate supervisor. If this is not possible, we will make up for it immediately. In the event of a subsequent rejection, we will return the non-cash benefits to the donor(s), or, in consultation with the responsible agency, leave them with the company, or preferably put them to charitable use.



# Confidentiality

## Basic Principles

We take the protection of information security seriously. This includes confidentiality, integrity and availability of data, compliance with agreements concluded with clients on security and availability of services, and statutory regulatory requirements.

## Handling of Information

We ensure the confidentiality and integrity of information (client and corporate data) and thus protect business and company secrets, but also maintain data protection according to the EU-GDPR. We are continuously working to make improvements to our information security measures.

## Data / Data Protection

We identify and assess information security risks, develop and establish a risk management system for data privacy, and integrate this into existing processes in our companies along the entire supply chain.

## Confidentiality

We are working to establish a culture of security throughout the group – in addition to corresponding regulations in employment contracts and raising awareness of all employees through information and training sessions.

## Business Secrets

We identify particularly sensitive corporate information in our members' internal and external relationships with their clients and employees and develop suitable protective measures.

## GDPR

We ensure the availability of the infrastructure and technology necessary for information processing and strive for early identification and handling of potential security risks in order to prevent security issues.

# Collaboration

## Basic Principles

- ▷ We interact with each other according to the rules for social behavior in this guide.
- ▷ We connect with each other according to the best-in-class principle towards the goals of our clients.
- ▷ We manage clients on equal footing and strive for the highest quality in the provision of services.
- ▷ We seek out further business potential together.
- ▷ We respect the decorum of existing client relationships with the utmost attention and care.
- ▷ We handle internal jobs exactly as if they were external jobs.

## Offers

We present our services according to our respective conditions and standards (supplemented by those mentioned here), either directly to customers or via the initiating agency. We do not change contractual terms, especially conditions, without the consent of the agencies concerned or artificially increase the price by adding costs (coordination fees, VMK's, or similar). This also applies to consolidated offers under MYTY.

## Accounting

We charge for our services taking into account defined invoicing processes either directly to clients or via the lead agency. There are no deductions or additional administrative fees between members.

## Project Organization

We establish an appropriate project organization between cooperating MYTY members, which defines tasks, roles, responsibilities, competencies and reporting. If a project is only passed onto one MYTY agency, key account management or regular exchange is recommended so that we can keep an eye on client loyalty, insights, and up-/cross-selling.

## Procedures & Tools

We define our procedures, processes, jour fixes, meetings, etc., for joint client projects more clearly, the closer the networking is. This applies, not least of all, to the selection of office tools, collab systems, and work environments – in each case with respect for client solutions already installed.

## MYTY Agencies' Documents

We store our documents in the MYTY drive for shared use. These are freely accessible to all members internally. When using such materials – in particular agency credentials, rate cards, cases, references or similar – with third parties, we note that this may only be done with the consent of the agency concerned and its referencing (for contact person, see MYTY-Drive).



# Equal Opportunity

## Basic Principles

In the MYTY group, we bring together specialists with very different life experience. A positive working atmosphere, a healthy culture of mistakes and appreciation increase motivation just as much as the intrinsic will to achieve outstanding results with the team. Equality and diversity are central and self-evident parameters for us.

## Work-Life Balance

All of us at MYTY have high expectations for ourselves and our own performance. We therefore promote high-quality work through a healthy work-life balance. Flexible working hours and individual solutions focused on our high potentials enable us to give all employees the chance to unite their world with ours.

## Equality – Gender

We treat women, men and gender diverse employees and clients equally. Our salary structures do not differentiate between genders.

## Religion and Ethnicity

At MYTY, we work peacefully with people of all faiths, worldviews and ethnicities. In doing so, we conduct ourselves openly and neutrally. Multicultural colleagues and teams form the foundation for a cosmopolitan approach to serving our international clients. Shared ethical values such as integrity, respect, justice, sustainability and transparency unite all individuals in our group.

## Conditions of Employment

At MYTY, employees are hired according to their mindset and skill set. We fill a vacancy by assessing a person in terms of their experience and personality. Factors such as gender, religion or ethnicity do not play a role.

## Diversity

We take joint responsibility for diversity. We are committed to a multi-faceted representation of gender in communications and marketing. We are not only concerned with equal treatment, but also the equal value of different perspectives. We are committed to inclusive language, equal opportunity, and the abolition of stereotypes as documented in the Gisler Protocols ([www.gislerprotokoll.ch](http://www.gislerprotokoll.ch)).



# Sustainability

## Basic Principles

- ▷ We know that our planet faces serious economic, social and ecological challenges and that human-induced climate change has to be curbed as quickly as possible.
- ▷ We are therefore committed to the Sustainable Development Goals (SDG) of the United Nations and consistently implement them as the basis for our economic, social and ecological actions: <https://www.unglobalcompact.org/sdgs/about>
- ▷ We agree that the shift toward uncompromisingly sustainable business is absolutely necessary, but we also know that things cannot always proceed at the same speed across different fields of activity. We therefore respect the individual freedom of our members in defining their sustainability goals and in assuming social responsibility beyond the SDGs and the points outlined here.

## Human Rights

We are committed to respecting human rights as described in the charter of the United Nations.

## Supply Chains

We pay attention to humane and equal working conditions within our own companies as well as partners and suppliers. We reject child labor and wage dumping.

## Sustainable Management

We work in a resource-conserving and sustainable manner. We implement energy-saving measures wherever possible. We strive to meet our energy needs from sustainable sources.

## Climate Protection and Carbon Neutrality

We are reducing our climate-damaging activities to a minimum. While some MYTY members are already carbon neutral, we are actively working to make all MYTY members carbon neutral.

## Political Stance

We respect different political opinions in the MYTY group, as long as they do not violate the ethical principles described in this guide. We only work for companies that share our ethical principles.

Myt we  
set new  
standards  
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Thank you.