

WIN-NETWORKING CODE OF ETHICS

WIN-Networking, Inc. is a voluntary professional organization comprised of small businesses and entrepreneurs who share in the highest standards of business practices. WIN promotes a supportive inclusive and diverse business networking environment to enable relationship-building, education, resources, information sharing and collaboration among its members and partner alliances, to provide professional development, publicity, philanthropy, meaningful client referrals & business partnerships to generate new business for one another and to achieve greater business success.

WIN members agree to abide by the following principles:

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| Integrity | Behave in an ethical and legal manner, and display values of honesty, truthfulness, fairness, objectivity and kindness; to build goodwill and trust among other members, visitors, business associates, partner alliances and client referrals. |
| Performance | Possess the appropriate licenses, skills and proven professional ability to deliver quality products and services, and to use “Best Business Practices” in your business, and your participation in WIN-Networking. |
| Accountability | Accept responsibility for your actions and behavior, including interactions with other members, visitors, business associates, partner alliances and client referrals. |
| Confidentiality | Respect the confidentiality of information provided by WIN- Networking, its members, visitors, business associates, partner alliances and client referrals. |
| Respect | Treat one another respectfully and with a positive and supportive attitude, avoiding any action that may discriminate or discredit WIN-Networking, its members, visitors, business associates, partner alliances and client referrals. |
| Intellectual Property | You will gain access to information of a confidential or proprietary nature relating to WIN-Networking and its members and associates. You agree that you will keep confidential all of this electronic and documentary information, and will not use or disclose this information to any third party, or use this information to compete with WIN or any of its members without the express written consent of WIN- Networking, Inc. |
| Non-Discrimination | WIN-Networking and its membership prohibit discrimination of any visitor, prospective member, business associate, partner alliance or client referral due to race, color, national or ethnic origin, age, religion, disability, sexual orientation, gender identity/expression, veteran status or any other characteristic protected under applicable federal or state law. |

WIN-NETWORKING CODE OF CONDUCT

1. Member attendance is expected at least 9 out of 12 primary chapter meetings per year, and if unable to attend, members are expected to send a substitute to represent their business.
2. Do business with other WIN members as appropriate, and become each other's sales force.
3. Provide client referrals and introduce members to your business contacts as appropriate.
4. Actively seek business professionals to visit chapter meetings and to apply for WIN membership.
5. Reach out to visitors at WIN meetings, and provide a welcoming and supportive atmosphere.
6. Attend events sponsored by WIN and its members, and support WIN charities as appropriate.
7. Maintain, encourage and enhance communications and collaboration with members in an effort to facilitate meaningful business relationships and to build trust with one another.
8. Provide education, knowledge and support to other members within your area of expertise.
9. As qualified business professionals, each member agrees to produce a quality product or service, stand behind their work and maintain appropriate certifications and licenses as required by the state of California if applicable to your business category.
10. Maintain the highest ethical and objective standards in your business practice.
11. Comply with regulatory anti-spam, mass email, social media and online protocols & guidelines.
12. Notify the WIN-Networking leadership team of conflicts and/or differences with members or visitors to assist in a timely resolution.
13. Strive to enhance the professional credibility of WIN-Networking and its members.
14. Ensure that member dues, fees, and member profile information are kept current.
15. Maintain proper professional business attire, manners and etiquette at WIN events, and show respect and fairness to other members, visitors and the public.
16. WIN-Networking is an A-Political and A-Religious organization, with no involvement in any political or religious affiliations, and members do not promote political or religious preferences.

Report violations of this Code of Ethics and Code of Conduct to a WIN chapter leader and/or the WIN corporate office. Violations of WIN's policies and procedures may be grounds for termination from WIN-Networking, Inc.

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