

Code of Professional Conduct

Employees of Rubicon Strategy pledge to uphold the letter and spirit of this Code of Conduct in the course of providing service to our clients and any other activities. As professionals, we are committed to the goals of better communication and improved understanding between the many diverse groups in our society.

This code has been developed through employee consultation and by incorporating material from the Canadian Public Relations Society, the Public Affairs Association and the International Association of Business Communicators. Rubicon Strategy supports these associations in their efforts to establish and enforce codes of conduct for our profession.

In the interest of transparency, we have adopted the Code of Conduct of one of the most reputable Public Relations companies in the industry, H+K Strategies, that our Chairman Michael Coates wrote.

1 Clients shall be served to the highest professional standards of excellence. The highest standards of professionalism will be upheld in our work. All communications should be honest in content, candid and accurate.

2 Employees shall deal fairly and honestly with media, government and the public. Staff shall not act improperly to influence the media, the public or government bodies. We will practice openness and full disclosure in our work. Improper influence includes conferring gifts, privileges or benefits to influence decisions.

3 Employees shall practice the highest standards of honesty and accuracy and shall not disseminate false or misleading information. Staff shall not make insupportable claims or comparisons, or assume credit for ideas and words not their own. We will expect clients to provide information which is accurate and verifiable, and this is stipulated in our contracts.

4 Employees shall deal fairly with past or present employers/clients, with fellow practitioners and with members of other professions. Staff shall not malign or intentionally damage another practitioner's practice or professional reputation. Staff shall understand, respect and abide by the ethical codes of other professions with whose members they may work from time to time.

5 Employees have the right to refuse to work on a project if it is in conflict with their own personal ethics or beliefs. Staff are entitled to their personal beliefs and the right to decline involvement in a specific project without compromising their current position or career opportunity at Rubicon Strategy.

6 Conflicting or competing interests will not be represented without the express consent of those concerned, given after a full disclosure of the facts. Staff shall not permit either professional or personal interests to conflict with those of an employer/client without fully disclosing such interests to everyone involved.

7 Employees shall personally accept no fees, commissions, gifts or any other considerations for professional services from anyone except employers or clients for whom the services were specifically performed. The payment of fees or other compensation for work must come only from the client for whom the work is performed.

8 The spirit and letter of all laws will be upheld. All laws, securities regulations, lobby registration disclosure requirements, the Canadian Charter of Rights and Freedoms, human rights codes and regulations must be observed, including those pertaining to communication, such as copyright law. We will work only for clients who do the same.

9 Employees will not use any confidential information gained as a result of professional activity for the benefit of themselves or others. Confidential information cannot be used to give inside advantage to stock transactions, gain favours from outsiders and assist a competing company for whom one is going to work or otherwise act to the detriment of an organization. Such information must remain confidential during and after one's employment period.

10 All employees shall deal fairly and honestly with each other. Our people shall respect their mutual needs for feedback, development and communications concerning issues as they affect the individual and the company.

Concerns about individual or company activity which is in conflict with this code should be reported to Human Resources. Upon review, the appropriate actions to correct a situation will be recommended to management and communicated to the individuals involved.

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