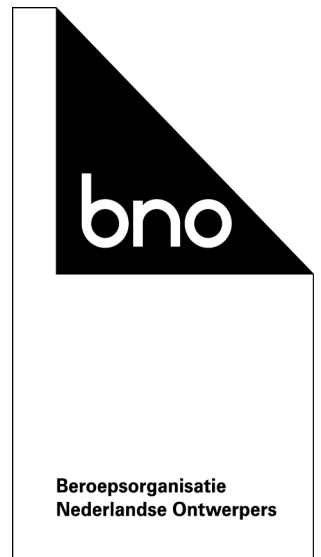


Code of Conduct

Association of Dutch Designers BNO



1 Applicability

BNO's Code of Conduct applies to and is binding on BNO's members.

2 General

- 2.1 As independent practitioners, members must keep their own expertise and skills up to standard.
- 2.2 Members must respect the copyrights of suppliers, partners and other creatives.

3 Responsibility for compliance

- 3.1 Members must instruct the persons who work for them in such a way that their entire agencies observe this Code of Conduct.
- 3.2 If an employee or a freelancer of a member violates this Code of Conduct, such violation will be attributed to the member, also if the employee or freelancer in question is not a BNO member.

4 Relationship between the member and other designers/design agencies

- 4.1 Members must act in relation to other designers/design agencies in accordance with the standards of decency and professional dignity that are customary in the sector.
- 4.2 Members may not improperly profit from the work, copyright or capabilities of other designers/design agencies.
- 4.3 Members may not speak disparagingly about other members.

5 The assignment

- 5.1 Before accepting an assignment, members must ensure that, in consultation with the client, specific agreement has been reached (preferably in writing) on the content, execution conditions and fee for the assignment.
- 5.2 Members must use their best endeavours in performing assignments.
- 5.3 Members may not accept an assignment if they are aware that the client intends to violate third-party copyrights.
- 5.4 Members may not give their clients an incorrect impression of their expertise in respect of the performance of the assignment.
- 5.5 A member who suspects that an assignment has previously been given to another member must verify that the client has properly settled the earlier assignment given to that other member. A member who in that case makes use of the other member's work in performing the assignment must ensure that just and fair credit is given, unless other agreements on that point have demonstrably been made between the client and the other member or the other member states that it does not wish to receive credit.
- 5.6 Members must at all times bear in mind that by performing an assignment they are jointly responsible for the client's message or product. Members must act in accordance with generally accepted standards in doing so.

6 Member/client relationship

- 6.1 Members must act decently, ethically and professionally towards clients.
- 6.2 Members may not secretly work on competing products of different clients at the same time.

- 6.3 Members may transfer clients and/or assignments among themselves or between members and non-members only if the client has so agreed.
- 6.4 Members must treat all information on and details of the client that comes to their attention in the performance of the work assigned to them confidentially and may not disclose that information or make it available to third parties without the client's consent.
- 6.5 Members may not publish a commissioned work until it has been circulated and/or published by the client. Departure from that rule is permitted only with the client's approval.

7 Fees

- 7.1 Members must charge fees that are in accordance with the services provided and the importance of the assignment.
- 7.2 To guarantee their integrity and to avoid conflicts of interest between members and clients, members must be transparent with regard to an assignment about any discounts, commission or allowances from subcontractors or suppliers. Members who also act as suppliers of products or services are permitted to charge a reasonable supplement.
- 7.3 Members who are asked to advise in the selection of other designers or employees may not accept any form of payment from the recommended designers/design agencies.

8 Designer's objectivity

If a member's interests may influence the intrinsic quality or objectivity of his or her work, the client must be informed accordingly before the assignment is accepted, or the assignment must be rejected.

9 Employees

Members must treat and remunerate their employees and other persons who perform work for them in accordance with generally accepted standards and employment-law standards.

10 Publicity

Members may not make any untrue or incorrect statements in publicity organised by them for their own benefit.

11 Competition

Members and their employees must refrain from any acts that conflict with European and Dutch competition law.

12 Member/association relationship

- 12.1 Members may not act in breach of the Articles, bylaws or resolutions of the Board or the General Members' Meeting.
- 12.2 Members must act loyally towards the association.

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