

Curaçao Business Point Code of Conduct

To be listed on the Curaçao Business Point website, a business must meet and abide with the following enlistment principles and standards.

1. *Establish trust in the marketplace*

The success of a company is dependent on trust and confidence earned by employees, customers, shareholders and business partners.

A business enlisted with the Curaçao Business Point agrees to meet all applicable standards within this Code of Conduct;

- Be a trustworthy organization, which agrees to uphold its promises and commitments made to its employees, customers, shareholders and business partners;
- Be free from government action that demonstrates a significant failure to support ethical principles in marketplace transactions;
- Not tolerate collusion and bribery, and maintain honest and fair relationships with government agencies and public authorities;
- Strive to ensure free and fair competition and will not tolerate behavior that violates competition laws.

2. *Advertise Honestly*

Advertising is a useful tool for sustaining honest and ethically responsible competition that contributes to economic growth.

A business enlisted with the export platform agrees to:

- Follow local advertising laws;
- Use the Curaçao Business Point name in accordance with the code of conduct;
- Do not mislead customers by creating false impression of sponsorship, endorsement, popularity, trustworthiness, product quality or business size through the misuse of logos, trust marks, pictures, testimonials, or other means;
- Advertisement should not contain anything which clearly offends against any culture, race and social class in the community taking into account the context, medium and product;
- Advertisement should not contain anything which lends support to unacceptable violent behavior.

3. *Be Credible*

Credibility is gained by adhering to commitments, displaying honesty and integrity and reaching company goals through honorable conduct. Products and services must be honestly represented with clear and adequate disclosures of all material terms.

A business enlisted with the Curaçao Business Point agrees to:

- Make known all material facts in both written and verbal representations, remembering that misrepresentation may result not only from direct statements but by omitting or obscuring relevant facts;
- Ensure that any written materials are readily available, clear, accurate and complete;
- Fulfill contracts signed and agreements reached;
- Honor representations by correcting mistakes as quickly as possible;
- Accept responsibilities for decisions and actions taken by the firm;
- Act objectively by considering all relevant facts.

4. *Be Transparent*

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.

A business enlisted with the Curaçao Business Point agrees to:

- Avoid conflict of interest. Where a conflict of interest does arise, make clear disclosure of that conflict to the involving parties and of the steps taken to ensure that fair treatment is maintained.
- Clearly disclose to customers;
 1. Direct means to contact the business and organization.
 2. Terms of any written contract.
 3. Any guarantees or warranties accompanying a product.
 4. Any restrictions or limitations imposed (e.g. limited supply, maximum number available per customer).
 5. The business' return/refund policy.
 6. Any recurring commitment into which the customer may be entering, including information on how future billing will occur.

5. *Protect Privacy*

Respect the confidentiality and privacy of the employees, customers, the community and other entities with whom business is conducted. Comply with all applicable laws and

regulations and professional standards in order to maintain the appropriate degree of confidentiality and privacy.

A business enlisted with the Curaçao Business Point agrees to:

- Respect the confidentiality of any information received. All employees or data processors, who have access to, and are associated with the processing of personal data are obliged to respect the confidentiality of the customer's personal data;
- Secure sensitive data. Make the best efforts to comply with industry standards for the protection and proper disposal of all sensitive data;
- Honor confidentiality agreements.

6. *Embody Integrity*

Approach all business dealings, marketplace transactions and commitments with integrity.

A business enlisted with the Curaçao Business Point agrees to:

- Deal with customers, suppliers, the government, as well as all other persons in a straightforward manner. Do not influence actions, secure or direct business or gain any other advantage, by giving or offering money, or other things of value, to any person located inside or outside of Curaçao.

7. *Stimulate Development*

A business enlisted with the export platform is committed to sustainable development and will aim to manufacture, handle and dispose of materials in compliance with the land and in a responsible manner to minimize risk to human health and the environment.

Encourage the employees, shareholders and customers to participate in community activities. A business enlisted with the Curaçao Business Point is encouraged to support and contribute to charitable organizations and agrees to:

- Promote activities aimed at building a better future for the community, both independently and in partnership with community organizations and government;
- Encourage community involvement by employees;
- Encourage the support of charitable, educational and community service activities;
- Act in a manner to minimize the detrimental environmental impacts of our business operations.

8. *Respect for individual*

Conduct business with respect and have high regard for dignity and rights of all people.

A business enlisted with the Curaçao Business Point agrees to:

- Uphold the human rights of all employees, customers and the community;
- Treat all customers, employees, business partners and shareholders with dignity and fairness;
- Provide a fair, rewarding and enjoyable work environment in which all employees have the opportunity to realize their full potential;
- Value each individual's culture and beliefs;
- Ensure equal respect, consideration and opportunities for employees and treat all employees the same way;
- Provide employees with a healthy and safe work environment;
- Ensure freedom from discrimination, harassment and bullying.

9. *Accountability*

Each business enlisted with the Curaçao Business Point is responsible for knowing and adhering to the values and standards set forth in this Code and for raising questions if there are uncertainties about the Code.

A business enlisted with the Curaçao Business Point also agrees to:

- Comply with all relevant laws of the country in which they operate and meet the requirements of all applicable regulatory authorities.