

## Code of Ethics and Professional Standards For Company Members

The MSPA North America is dedicated to improving service and promoting excellence in the customer experience industry. A fundamental aim of the Association is to ensure that standards are maintained. To improve the value, reputation and stimulate the use of mystery shopping services. It is important that information about mystery shopping services is accurately communicated to both business community and the public at large, while complying with applicable government laws, regulations and ordinances.

MSPA-NA expects members to follow principles of honesty, professionalism, fairness and confidentiality to guard the interests of the public and our clients in order to promote good business practices.

The MSPA-NA's Code of Ethics and Professional Standards was established to ensure that MSPA-NA members conform to the following principles:

- Commit, in principle, to the purposes of the association: improving service and promoting excellence in the customer experience industry;
- Conduct services in an honest and ethical manner;
- Conduct services according to industry procedures and regulations set forth and agreed to by MSPA-NA members;
- Instill confidence in mystery shopping and encourage public cooperation;
- Instill confidence in the business community that service is performed in a professional and fair manner;
- Will act with fairness towards other members, within boundaries considered to be professional and presenting ethical and good business practices;
- Respect our clients, their employees, our employees, fellow MSPA-NA members and the general public.

In addition, we agree to the following Rules of Ethical Conduct in that we will not:

- Falsify or misrepresent reports;
- Mislead independent contractor applicants on actual opportunities;
- Ask or encourage anyone to break confidentiality agreements with other firms for whom they perform engagements;
- Will not use or violate any competitive members intellectual property or sign up as an unauthorized independent contractor in any competitive members database to gain information;
- Refuse to pay or make a deduction from an independent contractor's pay for failure to perform any function which was not explicitly described in written instructions;
- Charge individuals to become independent contractor or to gain access to opportunities.
- Use MSPA-NA trademark and/or logo in any media without explicit MSPA-NA authorization and then only in a matter as described by MSPA-NA.

If, after a thorough investigation, a member is found to be in violation with our Code of Ethics and Professional Standards, membership in our Association may be withdrawn or other disciplinary action may be taken.

This agreement must be adhered to by each member of the MSPA-NA as well as employees of members.

I further understand that not conforming to this agreement may result in termination of my membership in MSPA.