



MOONAH MARKETING

PROFESSIONAL CONDUCT POLICY

Last Updated: 25 March 2025

I. Code of Conduct

The Code of Conduct outlines the ethical guidelines and professional behaviour expectations for all Virtual Assistants (VAs) at Moonah Marketing. It is intended to ensure a fair, respectful, and productive working environment while upholding the company's values.

Core Values

All VAs are expected to embody the following values:

- **Honesty:** Be truthful in all interactions, representing skills, qualifications, and work accurately.
- **Integrity:** Act with professionalism by maintaining confidentiality and avoiding conflicts of interest.
- **Respect:** Treat colleagues, clients, and stakeholders with courtesy, empathy, and fairness, fostering an inclusive environment.
- **Fairness:** Ensure impartiality and equitable treatment in decisions and behaviours while adhering to policies.
- **Responsibility:** Take accountability for actions, ensure high-quality work, and proactively solve problems.

Ethical Guidelines

1. Honesty

- Provide accurate information about skills and experience.
- Communicate truthfully with clients, colleagues, and managers.

2. Integrity

- Protect confidential information.
- Avoid situations or actions that could lead to conflicts of interest. Disclose any potential conflicts immediately.
- Uphold Moonah Marketing's professional standards at all times.

3. Respect

- Treat everyone with civility, empathy, and consideration, regardless of their role or background.
- Avoid any form of discrimination, harassment, or offensive behaviour.

4. Fairness

- Ensure impartial decision-making and equal treatment in all interactions.
- Follow established company policies and procedures consistently.

5. Responsibility

- Complete tasks with accuracy and attention to detail.
- Meet deadlines and communicate proactively if delays are expected.

6. Conflicts of Interest

- Identify and avoid any activities that could conflict with Moonah Marketing's interests.
- Examples of prohibited activities include working for a competitor or using company/client resources for personal gain.
- Promptly disclose any potential conflicts to your supervisor.

7. Reporting Violations

- Report any suspected violations of the Code of Conduct to the Human Resources or Legal departments.
- Moonah Marketing ensures confidentiality and protection against retaliation when reporting concerns.

II. Confidentiality

Confidentiality is vital to protecting the interests of Moonah Marketing and its clients. All VAs must maintain the confidentiality of information entrusted to them during their engagement.

Definition of Confidential Information

Confidential information includes, but is not limited to:

- Client data and correspondence.
- Business strategies and plans.
- Financial information.
- Proprietary materials, documents, or systems.
- Logins and passwords.
- Databases and contact information.

Obligations

1. Protect all confidential information acquired during your role at Moonah Marketing.
2. Use confidential information strictly for authorised purposes and align with company and client policies.
3. Secure all confidential information to prevent unauthorised access, use, or disclosure.
4. Return or destroy all confidential materials upon conclusion of your engagement.

Exceptions

Disclosure of confidential information is only permitted:

- If required by a court order or other legal authority.
- With explicit written consent from the client or Moonah Marketing.

Enforcement

Breaches of confidentiality may result in disciplinary actions, up to and including contract termination, as well as potential legal consequences.

III. Data Security Policy

To safeguard client and company data, all Virtual Assistants must adhere to these data security guidelines, ensuring compliance with relevant laws and regulations.

Data Security Measures

1. Use strong passwords and update them regularly.
2. Secure devices with passwords, PINs, or biometric authentication.
3. Avoid accessing sensitive data over public Wi-Fi networks unless using a secure VPN.
4. Use encryption to protect sensitive data during transfer or storage.
5. Follow company protocols when storing, sharing, or disposing of data.

Reporting Breaches

Immediately report any suspected data breaches or security incidents to the designated Moonah Marketing contact.

Acceptable Use

The following activities are strictly prohibited:

- Unauthorised access to systems or data.
- Installation of unapproved software or third-party tools on Moonah devices.
- Sharing passwords or login credentials with unauthorised individuals.
- Conducting activities that could compromise the security or integrity of company systems.

Compliance

All VAs must adhere to applicable data privacy regulations, such as GDPR and CCPA, along with Moonah Marketing's internal data security policies. Non-compliance may lead to contract termination or legal action.

By maintaining professionalism, confidentiality, and data security, Moonah Marketing VAs help protect the company's integrity and the trust of its clients.

End.

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