



SUMPTER BELL ENTERPRISES

Company Policies & Business Standards

Effective 2024 | Public Business Standards

HOW CAN WE HELP?

Our commitment. Sumpter Bell Enterprises (SBE) is committed to ethical business practices, professional excellence, inclusive collaboration, responsible technology use, strong financial stewardship, and protection of client information. These standards guide how SBE works with clients, employees, contractors, vendors, strategic partners, and the communities we serve.

Core Standard: We aim to deliver practical, scalable, and responsible solutions that help organizations improve operations, strengthen controls, reduce unnecessary manual work, and get more value from their technology investments.

1. Ethics, Integrity & Professional Conduct

SBE conducts business honestly, lawfully, and in good faith. We expect respectful communication, accurate representation of capabilities, responsible decision-making, and professional conduct in every client and partner interaction.

- Act with honesty, fairness, accountability, and sound professional judgment
- Maintain accurate business, project, and financial records
- Avoid deceptive, misleading, retaliatory, or abusive conduct

2. Diversity, Equity, Inclusion & Belonging (DEI)

SBE values diverse perspectives and is committed to cultivating an equitable and inclusive environment where people are treated with dignity and have a fair opportunity to contribute, grow, and succeed. We believe stronger teams and better solutions are created when different backgrounds, experiences, disciplines, and viewpoints are represented and respected.

- Equal opportunity in hiring, contracting, collaboration, and advancement
- No discrimination, harassment, intimidation, or retaliation
- Inclusive communication, accessible participation, and respectful team practices
- Supplier and partner relationships that support broad participation and fair consideration

3. Confidentiality, Privacy & Client Information

Client, employee, contractor, vendor, and business information must be handled with care and used only for legitimate business purposes. SBE limits access to sensitive information to those who need it to perform authorized work.

- Protect confidential, proprietary, financial, and personally identifiable information
- Use approved storage, access, and sharing methods
- Do not disclose client information without authorization or a legitimate business requirement

4. Cybersecurity & Data Protection

SBE supports secure-by-design practices for systems, integrations, credentials, APIs, files, and cloud environments. Security considerations are incorporated into solution design, configuration, testing, deployment, and ongoing support.

- Use strong authentication and role-based access where practical
- Protect credentials, secrets, tokens, and integration keys
- Escalate suspected security incidents, unauthorized access, or data exposure promptly

5. Responsible AI & Automation

SBE uses AI-assisted technologies and automation to improve productivity, analysis, software development, documentation, and operational efficiency while maintaining human oversight and accountability. AI is a tool to support informed work - not a substitute for responsible professional judgment.

- Validate material AI-generated outputs before business use
- Do not enter restricted or confidential client data into unapproved AI tools
- Use AI and automation in ways consistent with client requirements, security expectations, and applicable law
- Maintain human review for decisions that materially affect people, finances, access, compliance, or business operations

6. Conflicts of Interest

SBE personnel and representatives are expected to identify and disclose actual, potential, or perceived conflicts that could compromise independent judgment or create an unfair business advantage.

- Disclose relevant personal, financial, or business relationships
- Do not misuse confidential information for personal benefit
- Recuse or implement appropriate safeguards when a conflict cannot be avoided

7. Anti-Bribery, Anti-Corruption & Gifts

SBE prohibits bribery, kickbacks, improper payments, and other forms of corrupt influence. Gifts, meals, entertainment, or business courtesies must never be used to improperly influence a decision or obtain an unfair advantage.

- No cash or cash-equivalent gifts intended to influence business decisions
- Comply with client gift policies and applicable anti-corruption requirements
- Escalate questionable requests, payments, or arrangements

8. Financial Integrity, Procurement & Business Controls

SBE supports accurate financial management, transparent procurement practices, and appropriate controls over purchasing, invoicing, payments, approvals, reconciliations, and reporting.

- Maintain complete and accurate records
- Support segregation of duties and approval controls where applicable
- Avoid unauthorized commitments, falsified expenses, duplicate payments, and improper vendor arrangements
- Use KPIs and performance metrics responsibly and report material issues accurately

9. Intellectual Property & Work Product

SBE respects intellectual property rights, software licenses, proprietary methods, and contractual ownership provisions. Client-owned information and deliverables are handled according to agreed terms.

- Use properly licensed software, content, data, and development assets

- Protect SBE and client intellectual property from unauthorized use or disclosure
- Document ownership, reuse, and licensing expectations when needed

10. Contractors, Vendors & Strategic Partners

SBE expects contractors, vendors, virtual assistants, and strategic partners to uphold professional, ethical, confidentiality, security, and service standards appropriate to the work they perform.

- Perform assigned work competently and professionally
- Protect client information and follow authorized workflows
- Raise risks, delays, errors, or conflicts promptly
- Support respectful, inclusive, and non-discriminatory working relationships

11. Workplace Respect, Coaching & Team Development

SBE supports respectful leadership, clear expectations, constructive feedback, employee and contractor development, and collaborative team practices. Leaders are expected to communicate priorities, coach performance, support problem-solving, and create an environment where concerns can be raised without fear of retaliation.

- Use standups, project updates, KPIs, and performance metrics to improve visibility and accountability
- Provide fair, timely coaching and feedback
- Encourage collaboration across business, product, finance, procurement, and technical teams

12. Reporting Concerns & Non-Retaliation

Anyone working with or on behalf of SBE is encouraged to raise concerns about unethical conduct, policy violations, security incidents, discrimination, harassment, financial irregularities, or other material risks. Good-faith concerns should be treated seriously and without retaliation.

- Report concerns to the appropriate SBE leadership contact
- Preserve relevant information and cooperate with reasonable reviews
- Retaliation against a person who raises a good-faith concern is prohibited

Policy Administration

These public business standards summarize SBE's expectations and may be supplemented by client-specific requirements, contracts, security standards, operating procedures, or internal policies. SBE may revise these standards as business, legal, security, technology, or operational requirements evolve.

Sumpter Bell Enterprises

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