

## **Ethics Agreement and Code of Conduct for Employees and Affiliated Individuals:**

This Code of Conduct outlines the expected behavior and ethical standards for all individuals working for or with Thought Shift LLC:

- **Commitment to the Mission:** All employees and affiliates are expected to be committed to Thought Shift's mission of fostering healthier habits and reducing harm through product-free messaging.
- **Service-Oriented Mindset:** A service-oriented mindset is paramount. While recognizing the need for fair compensation and sustainable operations, the primary motivation should be to serve the community and contribute to positive change. Personal enrichment at the expense of the organization's mission or the well-being of those we serve is strictly prohibited.
- **Professionalism and Respect:** All interactions with colleagues, partners, donors, and the public should be professional, respectful, and courteous. Discrimination, harassment, or any form of disrespectful behavior will not be tolerated.
- **Confidentiality:** Sensitive information regarding individuals, donors, or organizational strategies must be treated with the strictest confidentiality.
- **Conflicts of Interest:** Any potential conflicts of interest must be disclosed immediately. Decisions should be made in the best interest of Thought Shift and the community we serve, free from personal gain or bias.
- **Responsible Use of Resources:** Organizational resources (financial, technological, etc.) must be used responsibly and efficiently in furtherance of our mission.
- **Ethical Messaging:** All messaging and campaigns must be ethical, truthful, and aligned with our core principles. Manipulation, exploitation, or the promotion of harmful stereotypes are strictly prohibited.
- **Continuous Learning and Improvement:** Employees and affiliates are encouraged to continuously learn and improve their understanding of behavioral science, ethical marketing practices, and the challenges related to self-harm habits.
- **Reporting Ethical Concerns:** A safe and confidential process will be established for reporting any suspected ethical violations or concerns. All reports will be taken seriously and addressed appropriately.
- **Adherence to Laws and Regulations:** All activities must comply with all applicable laws, regulations, and best practices for non-profit organizations.



Thought Shift LLC

### **Accountability and Enforcement:**

- All members of the Board of Directors, employees, and affiliated individuals will be required to acknowledge and adhere to this Governance and Ethics Agreement.
- The Board of Directors will be responsible for overseeing compliance with this Agreement.
- Violations of this Ethics Agreement may result in disciplinary action, up to and including termination of employment or affiliation.
- This Agreement will be reviewed and updated periodically to ensure its continued relevance and effectiveness.

This Governance and Ethics Agreement serves as a foundational document guiding Thought Shift LLC in its mission to serve the community with integrity, promote healthier habits, and ultimately reduce harm.

Our commitment to these principles is unwavering, recognizing the profound impact our work can have on individuals and society.