

CODE OF CONDUCT

Chapter 4 acknowledges the Code of Conduct of the [Advertising and Market Communication Section of the Austrian Federal Economic Chamber](#) and commits to adhering to the following regulations:

GENERAL REGULATIONS

Preamble:

Effective communication and exchange of interests are vital for a vibrant democracy. As a communications service provider, Chapter 4 serves as an intermediary between businesses, politics, administration, and civil society, requiring high personal integrity, socio-political awareness, and transparency. We adhere to ethical frameworks such as the Code d'Athene (ethics) and the Code de Lisbonne (conduct standards), fostering trust and dialogue.

Scope:

This Code guides our conduct in all communications and public affairs activities. It is not restricted to specific projects but applies universally across our professional engagements.

Key Definitions:

Lobbying activities, as defined by § 7 LobbyG, include organized efforts by entities to influence public institutions to represent and enforce their interests. These are legitimate democratic activities based on constitutional rights and are crucial for political decision-making.

Principles:

Strategic communications and public affairs must:

- Uphold social responsibility.
- Comply with legal standards.
- Adhere to principles of fairness.
- Respect commonly accepted morals.
- Be honest and truthful.
- Avoid misleading information.
- Protect privacy.
- Be clearly recognizable as such.
- Follow anti-corruption, bias, and incompatibility regulations.

SPECIAL REGULATIONS

Article 1: Veracity

Commitment to honesty and transparency with clients, political institutions, policymakers, media, and the public. We ensure clear disclosure of financial support and act on behalf of our principals.

Article 2: Confidentiality

We maintain confidentiality in discussions with political representatives unless agreed otherwise. Client information is disclosed only with explicit consent, and we avoid representing conflicting interests.

Article 3: No Undue Influence

We do not exert unfair or illegal influence on officials through financial or material incentives. Any such requests from clients are declined.

Article 4: No Discrimination

We commit to non-discrimination based on origin, gender, religion, age, disability, or sexual orientation in our professional activities.

Article 5: Respect

We treat all clients, colleagues, competitors, and contacts with respect, promoting their professional and personal reputation.

Article 6: Incompatibility

Our consulting activities are incompatible with holding a mandate in the Austrian Parliament, provincial parliaments, or the European Parliament.

Article 7: No Professional Damage

We avoid activities that could harm the public image of the Professional Association of Advertising and Market Communication and its members.

Article 8: Remuneration Agreement

We commit to reasonable remuneration agreements, established before commencing activities, and avoid performance-based payment structures.

1st May 2024
Vienna, Austria