

Code of Conduct

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1. Introduction

Design Matters' Code of Conduct is how we put Design Matters' values into practice. It's built around the recognition that everything we do in connection with our work will be, and should be, measured against the highest possible standards of ethical business conduct. Our commitment helps us hire great people, build great relationships, services and products, and attract loyal partners and customers.

From the beginning, we have recognized that we are all caretakers of Design Matters' reputation. How we conduct our business and how we treat others - our fellow partners, employees, customers, communities, suppliers, and shareholders - will contribute to determine how the world views Design Matters. Respect for our customers, for our partners, and for each other are foundational to our success, and is something we need to support every day.

Each of us who work for and with Design Matters has a personal responsibility to support and incorporate our core values into our work, which require compliance with the Danish law as well as ethical conduct. Each of us is also personally responsible for encouraging other members of the Design Matters team & community to incorporate the principles of the Code of Conduct and core values into our work. If you have a question or ever think that one of your fellow teammates or the company as a whole may be falling short of our commitment, don't be silent. We want – and need – to hear from you.

As we move forward, the Code of Conduct will help ensure that our value continues to be reflected in Design Matters' business activity. A commitment to integrity, acting honestly and ethically, and complying with the letter and intent of the law are critical to our continued success.

1.1 Who Must Follow Our Code of Conduct?

We expect all of our employees and management members to know and follow the Code of Conduct. Failure to do so can result in disciplinary action, including termination of employment. Moreover, while the Code of Conduct is specifically written for Design Matters employees and management, we expect Design Matters contractors, consultants, and others who may be temporarily assigned to perform work or services for Design Matters to follow the Code of Conduct in connection with their work for us. Failure of a Design

Matters contractor, consultant, or other covered service provider to follow the Code of Conduct can result in termination of their relationship with Design Matters.

1.2 Code-Related Questions or Voicing Concerns

Design Matters' core values require compliance with the Danish law, as well as ethical conduct. If you feel these standards have not been met, need access to policies, or have any questions, please ask for guidance or voice your concerns by contacting any of the Design Matters team.

1.3 No Retaliation

Design Matters prohibits retaliation against any worker at Design Matters who reports or participates in an investigation of a possible violation of our Code of Conduct, policies, or the law. If you believe you are being retaliated against, please contact Design Matters.

1.4 Serving Our Partners & Community

Our community values Design Matters not only because we deliver great experiences, products, and services, but also because we hold ourselves to a higher standard in how we treat our partners & community, and operate more generally. Keeping the following principles in mind will help us to maintain that high standard.

2. Event and Workplace Environment

2.1 How We Treat Participants

We are committed to creating and maintaining a supportive environment, where participants feel comfortable and welcome. We strive to make every participant's experience pleasant and fulfilling, and we treat our participants as we treat one another, with respect and dignity. Design Matters is expected to do their utmost to create a space that is free of harassment, intimidation, bias, and unlawful discrimination. This means, for example, that we never harass or discriminate against our participants. We also expect our participants to treat each other with respect, without harassment, intimidation, bias, and any form of discrimination.

Harassment, bullying and discrimination take many forms, including:

- Unwelcome remarks, gestures or physical contact
- The display or circulation of offensive, derogatory or sexually explicit pictures or other materials, including by email and on the Internet
- Offensive or derogatory jokes or comments (explicit or by innuendo)
- Verbal or physical abuse or threats

2.2 How We Treat One Another

At Design Matters, we are committed to a supportive work environment, where participants and employees have the opportunity to reach their fullest potential. We do our utmost to create a culture that is free of harassment, intimidation, bias, and unlawful discrimination. Design Matters does not use forced labor and does not employ partners under the age of 18.

2.3 Harassment, Discrimination, and Bullying

Design Matters prohibits discrimination, harassment, and bullying in any form - verbal, physical, or visual. If you believe you have been bullied or harassed by anyone at Design Matters, or by a Design Matters partner, we strongly encourage you to immediately report the incident to Design Matters. Similarly, supervisors and managers who learn of any such incident should immediately report it to Design Matters, which will promptly and thoroughly investigate any complaints and take appropriate action.

2.4 Equal Opportunity Employment and Speaker Recruitment

Employment at Design Matters, Recruiting of speakers for the Design Matters conferences, is based solely upon individual merit and qualifications directly related to professional competence. We strictly prohibit unlawful discrimination or harassment on the basis of race, color, religion, veteran status, national origin, ancestry, pregnancy status, sex, gender identity or expression, age, marital status, mental or physical disability, medical condition, sexual orientation, or any other characteristics protected by law. We also make all reasonable accommodations to meet our obligations under laws protecting the rights of the disabled.

2.5 Diversity

Design Matters actively creates and promotes an environment that is inclusive of all people and their unique abilities, strengths and differences, and promotes diversity as a strategic and competitive business advantage for the company.

As we continue to grow, embracing diversity in every aspect of our business - from the way we work together to the way we procure products and services - is vital to our long-term success. We respect diversity in each other, our customers, our partners, our suppliers, and all others with whom we interact. Our goal is to be one of the most inclusive companies, working towards full equity, inclusion and accessibility for those whose lives we touch.

2.6 Health, Safety, and Security

Partners, employees, and participants are expected to follow all safety rules and practices, and cooperate with officials who enforce these rules and practices. Everyone has to take necessary steps to protect themselves as well as other people. Employees and management have to attend required safety training. Everyone has the responsibility to report immediately all accidents, injuries, and unsafe practices or conditions. We are committed to a violence-free environment, and therefore, we will not tolerate any level of violence or the threat of violence in the area of the events and in the workplace.

2.7 Integrity

Our reputation as a company that our participants and partners can trust is our most valuable asset, and it is up to all of us to make sure that we continually earn trust. All of our communications and other interactions with our partners and partners should increase their trust in us.

2.8 Usefulness

Our services and products should make Design Matters more useful and inspiring for all our partners, our participants, and our community.

2.9 Responsiveness

Part of being useful and honest is being responsive: we recognize relevant feedback when we see it, and we do something about it. We take pride in responding to communications from our partners, participants, and community, whether questions, problems, or compliments.

If we see something is broken and we have the ability to fix it, we fix it. If something is not working efficiently and we have the ability to make a process faster or more efficient, we act. If quick intervention is required to solve an urgent problem or to meet an urgent and important deadline, we intervene.

Any time any of us feels that our participants aren't being well-served, let someone at Design Matters know about it. Continually improving our products and services takes all of us.

2.10 Privacy, Security, and Freedom of Expression

We are asking our participants to trust us with their personal information. Preserving that trust requires that each of us respect and protect the privacy and security of that information. We limit access to and use of participants' personal information, and require that each of us take measures to protect participants' data from unauthorized access.

Design Matters is committed to respecting privacy and freedom of expression of our participants, partners, and communities around the world. Where privacy and freedom of expression face government challenges, we seek to implement internationally recognized standards that respect those rights, as we do business in diverse markets.

2.11 Drugs and Alcohol

Substance abuse is incompatible with the health and safety of our participants and employees, and we don't permit it. It's important that we all use good judgment and never endanger the safety of others or violate the Danish law. Illegal drugs at events are prohibited.

3. Business Practices

3.1 Compliance with Laws and Regulations

Design Matters is committed to full compliance with the laws, rules and regulations of the countries in which it operates. Design Matters must comply with all applicable laws, rules and regulations when performing duties.

3.2 International Business

Design Matters is committed to ethical standards in all business transactions. Partners must follow all applicable laws, rules and regulations when conducting business with Design Matters. Payments made to any foreign agent or government official must be lawful under the laws of Denmark and the foreign country.

Partners must comply with all local and foreign laws regarding customs and trade. Design Matters will be accurate and truthful in representing business transactions to government agencies. All information that a partner furnishes to any customs official or to any agent hired by Design Matters to facilitate imports and exports must be accurate and truthful. If a third party conducts business internationally on behalf of Design Matters, it needs to make sure it has a thorough understanding of these laws and know enough about any third parties doing business in Design Matters name to ensure they are making appropriate decisions on Design Matters' behalf.

Design Matters partners at no time are permitted to influence the outcome of any business decision by exchanging bribes or kickbacks of any kind.

3.3 Interaction with the Government

Design Matters is committed to complying with local laws, regulations and codes and to working fairly and honestly with government officials and others in our communities. In doing so, Design Matters' actions must meet high ethical and legal standards. If a Design Matters' employee is contacted by a government or regulatory representative and asked to provide information or submit to an inspection, the employee should inform their manager immediately.

Design Matters policy is to deal honestly and fairly with government authorities and to comply with valid governmental requests and processes. Partners must be truthful and straightforward in their dealings with the government and may not direct or encourage another partner or anyone else to provide false or misleading information to any government official or representative. Partners must not direct or encourage anyone to destroy records relevant to an investigation. Design Matters commitment to working fairly and honestly with the government includes all interactions with government officials.

4. Preserving Confidentiality

4.1 Design Matters

Certain kinds of company information, if leaked prematurely into the press or to competitors, can hurt Design Matters' launches, eliminate its competitive advantage and prove costly in other ways.

Every Design Matters employee and manager must make sure to conduct the appropriate due diligence and have the appropriate agreement in place before disclosing any information. Design Matters must be careful about not disclosing any speaker's and partner's confidential information.

4.2 Speakers and Partners

Speakers and partners must be careful not to disclose confidential Design Matters information.

4.3 Participants

Participants should not forget about pictures they and other guests take at Design Matters – it is up to them to be sure that those pictures don't disclose confidential information.

4.4 Outside Communications

Design Matters should also ensure that outside communications (including online and social media posts) do not disclose confidential proprietary information. The same applies to communications with the press. Finally, it's

important that each employee checks with their manager before accepting any public speaking engagement on behalf of the company.

4.5 Competitors

Design Matters respects its competitors and wants to compete with them fairly. If an opportunity arises to take advantage of a competitor's confidential information, we do not do it.

5. Protecting Design Matters' Assets

Design Matters' values preserving company resources and protecting company assets and information.

5.1 Intellectual Property

Design Matters' intellectual property rights (our trademarks, logos, copyrights, secrets, "know-how") are valuable assets. Unauthorized use can lead to serious loss of value. Everyone must respect all copyright and other intellectual property laws, including laws governing the fair use of copyrights, trademarks, and brands. Nobody can use Design Matters' logos, marks, or other protected information or property for any business or commercial venture without pre-clearance from Design Matters. We strongly encourage everyone to report any suspected misuse of trademarks, logos, or other Design Matters intellectual property.

Likewise, Design Matters must respect the intellectual property rights of others. Inappropriate use of others' intellectual property may expose Design Matters to criminal and civil fines and penalties.

5.2 Company Equipment

Design Matters provides the tools and equipment employees need to do their jobs effectively, and counts on them, its partners and participants to be responsible and not wasteful with the things they are given or allowed to use. Nobody is going to complain if someone snags a cookie from the kitchen, but company funds, equipment, and other physical assets are not to be requisitioned for purely personal use.

5.3 The Network

Design Matters' communication facilities - including both network and hardware, like computers - are a critical aspect of the company's property. If any employee, partner, or participant has any reason to believe that Design Matters' network security has been violated – for example, you lose your laptop or think that your network password may have been compromised – please promptly report the incident.

5.4 Use of Design Matters' Equipment and Facilities

Anything you do using Design Matters' electronic facilities (e.g., our computers, mobile devices, network, etc.) or store on our premises (e.g., letters, memos, and other documents) might be disclosed to people inside and outside the company. For example, Design Matters may be required by law (e.g., in response to a subpoena or warrant) to monitor, access, and disclose the contents of email, voicemail, computer files, and other materials on our electronic facilities or on our premises.

6. Ensuring Financial Integrity and Responsibility

Financial integrity and fiscal responsibility are core aspects of professionalism. The money spent on behalf of Design Matters is the company's. Each person at Design Matters has a role in making sure that money is appropriately spent, that financial records are complete and accurate, and that internal controls are honored. This matters every time something is expensed to Design Matters, a new business contract signed, or any deals on Design Matters' behalf are entered.

6.1 Signing a Contract

Each time someone enters into a business transaction on Design Matters' behalf, there should be documentation recording that agreement. All contracts at Design Matters should contain all of the relevant terms to which the parties are agreeing.

6.2 Reporting Financial or Accounting Irregularities

It goes without saying (but we're going to say it anyway) that nobody should ever interfere in any way with the auditing of Design Matters' financial records. Similarly, nobody should ever falsify any record or account, including time reports, expense accounts, and any other Design Matters records.

7. Obeying the Law

Design Matters takes its responsibilities to comply with laws and regulations very seriously and each of us is expected to comply with applicable legal requirements and prohibitions.

7.1 Trade Controls

Denmark and international trade laws control where Design Matters can send or receive its products and/or services.

These laws are complex, and apply to:

- imports and exports from or into Denmark
- imports and exports of products from or into other countries

If an employee is in any way involved in sending or making available Design Matters products or services from one country to another, they must be absolutely sure that the transaction stays well within the bounds of applicable laws.

7.3 Anti-bribery Laws

Like all businesses, Design Matters is subject to laws that prohibit bribery in virtually every kind of commercial setting. We do not bribe anybody, anytime, for any reason.

8. Climate Policy

Design Matters' goal is to promote sustainability and environmental awareness by complying with all applicable environmental and sustainability legislation. Design Matters is committed to prevent pollution through waste

management strategies that promote waste minimization, re-use, and recycling.

Design Matters is also committed to reduce the impact participants have on the environment, by compensating for the CO2 produced by each participant flying to and from Copenhagen. Design Matters is going carbon neutral thanks to the partnership with CHOOOSE, a climate action streaming service that works by investing the money spent in CO2-reducing projects that produce clean energy in developing countries. Design Matters has also partnered with Human Hotel, a platform of home-sharing community where users match with local creatives and stay with them. Staying with a local reduces CO2 emissions up to 88%, compared to staying in a hotel.

9. COVID-19 Policy

These are challenging times, since COVID-19 impacts every country and person around the world. At Design Matters, the well-being and safety of our employees, collaborators, and participants are a priority. We are working in a way that ensures each one of our employees, collaborators, and participants gets the support they need to do their job and to take part in the conference safely.

Hand sanitizer will be placed around the venue during the conference and will be at everyone's disposal. The venue will be large enough to accommodate all participants and staff while allowing everyone to maintain a safe distance.

Design Matters follows the rules imposed by the Danish government to prevent the spread of the virus. Design Matters also reinforces a behavior that is respectful and considerate of others. Everyone is encouraged to:

- Wash their own hands frequently or to sanitize their own hands with alcohol-based hand rub
- Cough or sneeze into their sleeve, and not in their hands
- Limit physical contact - avoiding handshakes and hugging, refusing kisses on the cheek

- Avoid crowds in case someone is older or has a chronic illness that might put them in danger

10. Conclusion

Design Matters aspires to be an ethical company. It's impossible to spell out every possible ethical scenario we might face. Instead, we rely on one another's good judgment to uphold a high standard of integrity for ourselves and our company. We expect all employees, partners, and participants of Design Matters to be guided by both the letter and the spirit of this Code of Conduct. Sometimes, identifying the right thing to do isn't an easy call. If you aren't sure, don't be afraid to ask. And if you see something that you think isn't right, speak up and let someone at Design Matters know.