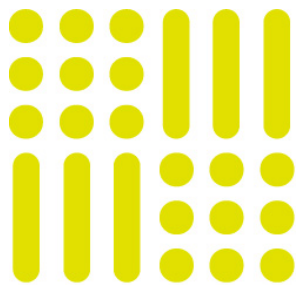


Code of Conduct



The Association of Product Management sets high standards of entry for membership and requires all of our members to adhere to the standards set out in this Code of Conduct.

They apply at all stages of a member's career, regardless of size, sector or specialism, and your membership commits you to upholding and maintaining these.

1. Professional competence and behaviour

Members of the Association shall:

- a) maintain professional knowledge and competence through continuing professional development, to ensure they provide a professional, up to date and insightful service;
- b) seek appropriate support if business needs require involvement in new areas of activity;
- c) accept responsibility for their own professional actions and decisions;
- d) apply professional high standards of relevance, accuracy and timeliness in the information they provide to stakeholders.

2. Ethical standards and integrity

Members of the Association shall:

- a) establish, maintain and develop business relationships based on confidence, trust and respect;
- b) exhibit and role model professional and personal integrity and honesty at all times;
- c) demonstrate and promote sensitivity for the customs, practices, culture and personal beliefs of others;
- d) safeguard all confidential and commercially sensitive data acquired as a result of business relationships and not use it for personal advantage or the benefit or detriment of third parties.

3. Representative of the profession

Members of the Association shall:

- a) always act in a way which supports and upholds the reputation and values of the profession.
- b) comply with prevailing laws and not encourage, assist or collude with others who may be engaged in unlawful conduct, taking action as appropriate.
- c) exhibit personal leadership as a role model for maintaining the highest standards of ethical conduct
- d) be mindful of the distinction between acting in a personal and professional capacity.

4. Stewardship

Members of the Association shall:

- a) demonstrate and promote fair and reasonable standards in the treatment of people who are operating within their sphere of influence;
- b) challenge others if they suspect unlawful or unethical conduct or behaviour, taking action as appropriate;
- c) ensure that their professional judgement is not compromised nor could be perceived as being compromised because of bias, or the undue influence of others;
- d) promote appropriate people management and development practices to influence and enable the achievement of business objectives;
- e) ensure those working for them have the appropriate level of competence, supervision and support.

- END OF DOCUMENT -