

# **DWA Code of Conduct**



DWA CLAIMS LTD

## **Professional conduct**

We conduct all of our activities professionally and with integrity. We take great care to be completely objective in our judgement and any recommendations that we give, so that issues are never influenced by anything other than the best and proper interests of our clients.

## **Equality and discrimination**

We always strive to be fair and objective in our advice and actions, and we are never influenced in our decisions, actions or recommendations by issues of gender, race, creed, colour, age or personal disability.

## **Confidentiality**

We are committed to maintaining the highest degree of integrity in all our dealings with potential, current and past clients, both in terms of normal commercial confidentiality, and the protection of all personal information received in the course of providing the business services concerned. We extend the same standards to all our customers, suppliers and associates.

## **Ethics**

We always conduct our own services honestly and honorably, and expect our clients and suppliers to do the same. Our advice, strategic assistance and the methods imparted through our training, take proper account of ethical considerations, together with the protection and enhancement of the moral position of our clients and suppliers.

## **Quality assurance**

We maintain the quality of what we do through constant ongoing review with our clients, of all aims, activities, outcomes and the cost-effectiveness of every activity. We encourage regular review meetings and provide regular progress reports.

## **Duty of care**

Our actions and advice will always conform to relevant law, and we believe that all businesses and organisations, should avoid causing any adverse effect on the human rights of people in the organisations we deal with, the local and wider environments, and the well-being of society at large.

## **Service level agreements**

Our SLA's will usually be in the form of a detailed proposal, including aims, activities, costs, timescales and deliverables. The quality of our service and the value of our support provide the only true basis for continuity. We always endeavor to meet our clients' contractual requirements.

## **Rates**

Our rates are always competitive for what we provide, which is a high quality, tailored, specialised service. Wherever possible we agree our rates clearly in advance, so that we and our clients can plan reliably for what lies ahead, and how it is to be achieved and financially justified.

## **Conflict of interest**

Due to the nature of our particular services, we will sometimes provide a service to a direct competitor of a client. In doing so, we will always conduct this business in an ethically sound manner and with the utmost discretion.

## **Intellectual property and moral rights**

We retain the moral rights in, and ownership of, all intellectual property that we create unless agreed otherwise in advance with our clients. In return we respect the moral and intellectual copyright vested in our clients' intellectual property.