







Our success is driven by delivering the **HIGHEST QUALITY OF SERVICE AND CARE** to our clients. We achieve this by drawing upon each other's skills, knowledge and experience. By creating an environment for the free exchange of information and listening to each other, we continue to drive innovation and seize opportunities.

The way in which we **WORK TOGETHER** is extremely important which is why we treat each other with respect and value each other's contribution.

We each have a responsibility to **PROTECT OUR BUSINESS**, not only it's computers and other hardware, but the confidential data we hold. Maintaining our reputation is critical and so the way in which we all conduct ourselves is key.

Continued professional and personal development is critical to our success, but it's not enough that we are the most qualified, or technically brilliant people in our field of expertise, we must also **BEHAVE WITH INTEGRITY**. This is crucial because our reputation is built not only on the quality of our services but also on our individual and collective behaviours.





WORKING TOGETHER

Our success is driven from our total commitment to excellence, delivering the highest quality of service and care to our clients. We thrive on working together, drawing on each other's skills, knowledge and expertise, seeking innovative and exciting solutions to meet our clients' needs.

We demonstrate this by:

- taking personal responsibility for the quality of work we do and the service we provide.
- listening to our clients and show genuine care and attention to their needs.
- being honest and objective in our dealings with clients and we not being afraid to give difficult or unwelcome information.
- treating our clients fairly and providing them with clear information and advice suited to their needs.
- not working with clients or employing people whose values are incompatible with our own.



PROTECTING OUR BUSINESS

We each have a responsibility to protect the firm's reputation, safeguard our valued people and keep safe the physical and electronic assets which we use every day.

We demonstrate this by:

- avoiding any actions that will discredit the firm or our profession.
- not using or disclosing confidential or personal information belonging to clients, the firm or our people for our own personal advantage or for the benefit of third parties.
- not giving informal opinions or references without having first completed the work required to support them.
- ensuring all computer hardware, software and associated data are secure and protected from unauthorised access, theft and data corruption.
- limiting our personal use of the firm's systems and specifically taking care to protect the firm's reputation from careless or inappropriate comments or views.



BEHAVING WITH INTEGRITY

Our reputation is built not only on the quality of our services but also on the individual and collective behaviours of our people. We expect our people to be honest, trustworthy and straightforward, doing not simply what is lawful but also what is right.

We demonstrate this by:

- complying with all applicable technical and professional standards and regulatory requirements.
- promoting a culture where consultation on ethical and technical issues is actively encouraged and seen as a strength not a weakness.
- not allowing bias or the undue influence of others to affect our professional judgement.
- avoiding any conflicts of interests or relationships that could impact on our ability to act objectively or independently.



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