



Boost.ai's Code of Conduct



For Boost AI AS, Boost.ai, Inc, Boost AI APS, Boost.ai Oy, BT AI Sweden AB and BT AI UK Ltd (individually and collectively referred to as “boost.ai”)

Message from the CEO

Dear valued partner,

Welcome to our collaborative journey at boost.ai. As we push the envelope of conversational AI together, it's our mutual respect and shared values that will form the cornerstone of our success.

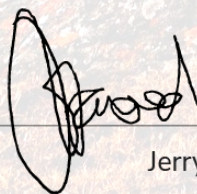
This Code of Conduct is our roadmap to responsible and ethical business practices. It sets the standards for our interactions and decisions, ensuring our partnership thrives on a foundation of trust and integrity.

Your commitment to this code is both appreciated and essential. It reflects a shared dedication to not just doing business, but doing it right. Adherence to this code is not merely about compliance, but about fostering a culture of trust, teamwork, and innovation which is essential to boost.ai's mission of enabling outstanding experiences between people and organizations.

Should you have any questions or need clarification on any aspect of this document, please reach out to my team. We're here to ensure our work together is not only successful but also embodies the highest standards of professional conduct.

Thank you for joining us in this exciting venture. Together, let's drive the future of customer experience and conversational AI.

Warm regards,



Jerry Haywood
CEO

Introduction

This Code of Conduct applies to all suppliers, business partners, agents, consultants, intermediaries and representatives, performing or supplying services to boost.ai (hereinafter referred to as a “**Business Partner**”).

This Code of Conduct establishes the guidelines of how our Business Partners must conduct business in order to stay aligned with boost.ai’s values and conduct business with boost.ai.

When this Code of Conduct is communicated to a specific Business Partner, it shall be considered as a contractual document and as an integral part of any contract entered into between the boost.ai and the Business Partner.

At all times this policy should be interpreted and applied in accordance with local law and any such country-specific supplements. In the event of conflict between relevant laws and regulations and the principles of this Code of Conduct, the highest standard consistent with local laws shall apply. This Code of Conduct does not cover all possible situations that might be encountered, and in the absence of regulation in this Code of Conduct or applicable laws and regulations, Business Partners are expected to still maintain high ethical standards.

If you find any information contained herein unclear or if you have any doubts or concerns regarding any aspect of this Code of Conduct, please contact our Compliance & Quality Advisor at malin@boost.ai.

Business ethics

Anti-bribery and corruption

Boost.ai has a zero tolerance for all and any kinds of corruption, and the Business Partner is expected to abide by the same and guarantee that applicable anti-bribery laws are strictly followed. The Business Partners shall refuse to accept or retain business through bribery, and shall never directly nor indirectly offer, promise, grant, or authorize the giving of money or anything of value to someone in order to unduly influence the recipient in the performance of professional duties or in order to obtain or retain an improper business advantage.

The Business Partner is prohibited from asking for, or accepting, improper benefits from others for performance of duties on behalf of boost.ai.

Fair competition

The Business Partner shall support the principles of free enterprise and fair competition. Employees of the Business Partner shall not engage in discussions with competitors regarding market allocation, information exchange, production and sales quotas, or bid rigging.

Trade compliance

The Business Partner shall comply with all relevant export controls and sanctions laws, including United Nations sanctions and applicable sanctions under the laws of the European Union, the United States and the United Kingdom. Employees of the Business Partner never attempt to circumvent applicable trade sanctions.

Anti-money laundering

The Business Partner carries out its financial activities in ethical, transparent and legal ways.

Conflicts of interest

The Business Partner avoids situations in which personal interests, or the interests of family members, may affect the Business Partner's ability to make business decisions that are in the best interests of the boost.ai.

Human Rights and Labour Standards

Human rights & Anti-Slavery

The Business Partner shall avoid infringing on the human rights of others, and shall respect all human rights which are expressed in international human rights standards, including the Universal Declaration of Human Rights.

The Business Partner commits to prevent, mitigate or remedy adverse human rights impacts that the business partner causes or contributes to, directly or indirectly.

The Business Partner does not, directly or indirectly, make use of any work or service which is extracted from any person under the any forms of modern slavery, including forced, bonded or compulsory labour or human trafficking or child labour.

Freedom of association and collective bargaining

The Business Partner's employees shall be free to join associations and unions and express political views and engage in political activities outside of working hours without discrimination, harassment or retaliation.

Equality & Non-Discrimination

The Business Partner treats its employees with dignity and respect, and all relationships between the Business Partner and its employees, consultants and representatives shall be business-like, and free of bias, prejudice and discrimination.

Employees of the Business Partner are provided equal opportunity and the Business Partner strives to have a diverse workforce. Discrimination or harassment based on race, ethnicity, gender, physical disability, sexual orientation, religion, or any other characteristic protected by applicable law is not tolerated. The Business Partner shall ensure that all its employees with the same qualifications, training, and skill set receive equal pay for equal work.

Privacy and Intellectual Property

The Business Partner will at all times adequately protect confidential and proprietary information and ensure that only the necessary and authorized people may access or use such information in the appropriate manner.

The Business Partner safeguards and takes steps to protect personal information about employees, customers, suppliers and others. The Business Partner shall follow all applicable laws and regulations on the handling of personal data.

Climate and Environmental Sustainability

The Business Partner is expected to strive to conduct its business in an environmentally responsible and sustainable way, and be mindful of limiting the negative impact on the climate and environment. This includes looking for opportunities to reduce energy, greenhouse gas emissions and waste, and considering the environmental impact of its business decisions.

Implementation, Compliance and Enforcement

The Business Partner is expected to adhere to this Business Partner Code of Conduct.

The Business Partner must ensure that relevant employees are aware of all the content of and follow guidelines consistent with this Code of Conduct.

Boost.ai is available should any questions arise concerning the implementation of this Code of Conduct.

If reasonably required for boost.ai's legal reporting obligations, the Business Partner undertakes to provide relevant and adequate information about social and environmental aspects of its operations upon request.

Reporting concerns and grievances

If the Business Partner becomes aware of any violations of this Code of Conduct, Business Partners shall inform boost.ai without undue delay.

Monitoring and Enforcement

Following a violation, the Business Partner will be given the opportunity to remedy any such violations. If the Business Partner continues to violate this Code of Conduct, boost.ai has the right to take legal actions and terminate any existing agreement with the Business Partner.