

# Code of ethics

Compiled by Sustained Fun Limited 2021

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At Sustained Fun we recognise the importance of being honest, trustworthy and kind. We are committed to upholding the highest ethical standards in all our operations. We will respect and care for people and the environment.

## We will be honest and trustworthy

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We will not say things that are false, nor will we deliberately mislead people. We will be as candid as possible and openly and freely share information, as appropriate to the relationship.

## We will be accountable for our mistakes

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When we make mistakes, we will own up to them and apologise.

## We will keep our promises and commitments

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We will do what we say we are going to do. We will not make promises that we can't keep and we will not make promises on behalf of Sustained Fun unless we have the authority to do so.

## We will be kind

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We will be kind to people we know, the wider community and people and environments far away in space and time.

## We will respect and care for people

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We recognise that everyone makes mistakes and will not belittle or mock people for them. We will not hold people's mistakes against them. We will treat people as we would want to be treated. We will respect other people's opinions, even when they disagree with our own. We will treat all people equally.

## We will respect and care for the environment

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We acknowledge the intrinsic value of the environment, flora and fauna. We acknowledge our, and future generations', dependence on the environment and will minimise the negative impact of our behaviour and our business operations. We will work to have a positive impact on the environment.

## Marketing and advertising

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Sustained Fun produces toys for children, and we will be responsible about how we market them.

- Words and phrases we will not use:
  - warfare
  - bombs

We will not use negative comments or put down people or companies who use or sell single-use products.

## Customers

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- We will not use debt-to-buy schemes.
- We will not sell to companies whose values are the antithesis of ours.

## Environment

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- We will not encourage unlimited or unchecked consumption.
- We will encourage people to look after their Sustained Fun toys.

## Employment

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- We will conduct fair and unbiased hiring of employees.



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