

Code of Ethics

Date: 03/04/2026

1. Our Essence and Values

Since opening our doors in 2014, at **Gift Campaign** we have grown with a clear idea: to place ethics at the center of everything we do and the way we serve you. Today, in a world where equality, quality, and safety standards are more important than ever, we want to reaffirm our commitment to managing the company responsibly. For us, the wellbeing of our team and the trust you place in us always come first.

This Code of Ethics is designed to reinforce the values that define us. Through it, we promote integrity and transparency in every step we take, ensuring compliance with the law and protecting both our company and the people who are part of it. We do all this by integrating the principles we consider essential: honesty, respect, equality, and full protection of your data.

2. Our Commitments

Respect, Equality, and Diversity

Our team is our most valuable asset. That is why we promote equal opportunities in every recruitment, training, and promotion process, always based on merit, capability, and performance, with no room for discrimination on personal or social grounds. We aim for a respectful, safe, and healthy work environment, with zero tolerance for harassment or abuse of authority.

Furthermore, we implement measures to help everyone balance work and personal life and require our suppliers to enforce policies that prohibit child exploitation and support the development of underprivileged communities.

Safety, Health, and Workplace Wellbeing

Wellbeing is our operational priority. We rigorously apply all occupational health and safety measures, always complying with current regulations. Our goal is to continuously improve working conditions and minimize any risks for our team because a safe environment is the foundation of excellent service.

Commitment to the Environment

We care for our surroundings through direct actions. Our internal activities—from equipment maintenance to waste management—are conducted with the goal of minimizing environmental impact and respecting green regulations. Additionally, we promote staff training so that awareness and continuous improvement in sustainability are part of our daily culture.

Integrity and Regulatory Compliance

Everyone at **Gift Campaign** is committed to acting with honesty and sincerity. This means complying with both external laws and our internal rules, as well as the commitments we make to clients, brands, and government authorities.

Our managers are responsible for thoroughly understanding the regulations in their area and ensuring their teams receive the necessary training to comply. We are firm against corruption in all its forms: we require that all information and operations are clear, accurate, and properly recorded. Confidential information and personal data are strictly protected, and bribery, suspicious payments, or gifts intended to influence business decisions are not allowed.

If anyone detects a questionable situation, they have a duty to report it immediately to their supervisor or the Compliance Officer. This code is mandatory for everyone, as ignorance or following a superior's order never justifies improper conduct.

Responsible Use of Resources

To perform at our best, the company provides the necessary resources for work. Our commitment is to use them responsibly and solely for professional purposes (any personal use requires prior written authorization). These assets remain company property, and to protect common interests against potential misuse, they may be inspected if necessary, always within the legal framework.

Conflict of Interest Prevention

Loyalty to the company and our clients is fundamental. A conflict of interest arises when personal matters interfere with work at **Gift Campaign**. We therefore avoid any situation that might raise doubts and, if they occur, report them in writing to a superior to act with full independence.

Of course, our team members may be clients of the company, provided it is under normal market conditions or within the company's general policies for staff. What we ask is full dedication to our mission: employees must report any other external professional activity, including academic work, and may not work for competitors or take business opportunities from **Gift Campaign**, nor use the company's name for personal or third-party benefit.

Responsible Relationships with All Parties

Our relationships with clients and suppliers are based on trust, transparency, and absolute respect for human rights. We encourage collaboration and improvement of internal control systems while demanding decent working conditions and total prohibition of child labor. Our supplier selection processes are always impartial and objective, avoiding favoritism.

Regarding competition, we believe in fair play: we act loyally, without misleading advertising, and always respect free competition. Finally, our relationships with public authorities are guided by cooperation and transparency, always respecting the freedom of expression and political participation of our employees in a personal capacity.

3. How We Apply It

At **Gift Campaign**, this Code of Ethics applies equally to everyone, regardless of position or role. Everyone is responsible for knowing it, complying with it, and participating in related training.

To keep this document a living tool, we provide the **Ethics Channel**, a safe and confidential space to report any risks. Additionally, our Compliance team is always available to answer questions about how to apply these standards in daily work.

4. Our Final Commitment

At **Gift Campaign**, every team member commits to acting with integrity and responsibility. Complying with this code not only protects our company but strengthens trust among colleagues, clients, and collaborators. We pledge that these values will guide every decision to ensure a fair, safe, and ethical work environment for all.