

**TITLE: SETA Code of Professional Conduct**

Authorised by:

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Chief Executive

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The Code of Conduct sets out the Principles considered essential to the delivery of the highest standards of ethical and professional performance by SETA and its staff.

The Principles are:

## 1. 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.

## 2. Ethics

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

## 3. Duty of care

Our actions and advice will always conform to relevant law, and we believe that all businesses and organisations, including SETA, 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.

## 4. Conflict of interest

Due to the sensitive nature of our particular consultancy services, we will not provide a service to a direct competitor of a client, and we generally try to avoid any dealings with competitor companies even after the cessation of services to a client.

Staff will take all reasonable measures to minimise the occurrence of conflicts of interest. When a conflict of interest is unavoidable, staff will identify and deal with that conflict in a fully transparent manner to those parties affected by the conflict of interest.

## **5. 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.

## **6. 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. SETA has been accredited under a number of quality assurance schemes.

## **7. 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.

## **8. 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.