

POLICIES

CODE OF CONDUCT

Updated on:
17th July 2025



Code of Conduct

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(1) Overview

1. Our policies are set out in line with up to date government guidelines and legislation which are followed in strict protocol by our teams, officers, contractors and service users at all times.
2. Our Code of Conduct sets out our teams professional standards whilst representing the company, and its goals artistically, commercially, and ethically
3. It is and always remain our aim to ensure staff conduct is of the highest standards at all times

(2) General

Our people (Full and Part-Time employees, freelancers, volunteers, officers and partners) are ambassadors for the company, their colleagues and our brands (such as trading names, productions and subsidiaries).

All of our people must, at all times, conduct themselves in a manner that enhances the reputation and integrity of the company. As such, we expect the following from our people:

- Provide a friendly, and approachable persona
- Not discriminate
- Act with honesty and integrity
- Act in good faith

- Not act in a way as to bully, harass or victimise another person
- Follow company procedures
- Not promote unlawful activities

(3) Expectations at work

The company expects our people to conduct themselves in the following manner at work:

- Be punctual - Show up for work promptly and at the agreed start time
- Communicate - Ensure that reasonable absences are communicated to line manager/direct manager, and take steps to minimise absences
- Be kind - Always speak with politeness and respect to colleagues, partners, freelancers, service providers, the public, customers (patrons), and any other person with whom they will be in contact during their work day
- Be compliant - Comply with all company policies, and legal requirements (of the country to which they are operating from)
- Avoid professional conflict - Not take up activities that will present a direct conflict of interest with the company or any of its operations (including productions)

(4) Outside work

Whilst The company respects our people's right to a work/life separation, as well as the privacy that goes with it, staff, freelancers, officers, partners and service providers should not participate in activities that may have the affect of causing an adverse and negative impact on the company, or is likely to cause damage to its reputation or good name. The detriment caused will determine the level of misconduct.

If the misconduct has the effect of causing serious harm and/or damage to the company's reputation, it reserves its right to terminate its contract with the perpetrator/s with immediate affect.

(5) Confidentiality

Due to the nature of our work, we operate under strict confidentiality protocols, and require that these protocols are followed by our people at all times.

If our people are privy to confidential information, they must:

- Not discuss this information outside the company, in any way (save as where they are instructed to, authorised, or where this is required by law)
- Not publish the confidential information anywhere including in the press, by email, text, telephone, or through social media postings (such as Facebook, X, WhatsApp). This does not apply however if the publication has been authorised, or where it meets the remit of their role within, or for the company
- Not make copies and/or distribute artistic materials without authority from senior management or production producers.
- Not make and/or distribute videos, photographs or recordings of confidential information

It is prohibited that our people share any internal sensitive information that they may be privy to in the course of the work with us, or after their work has concluded. Other internal sensitive information may include:

- Details of other members of staff, freelancers, officers, partners, service providers or customers (patrons)
- Personal data related to another
- Artistic content
- Security vulnerabilities (such as system logins)
- Safeguarding referrals
- Private discussions internally
- Contract details between us and any other party
- Commercial and artistic strategies
- Discussions with creatives (such as scripts pitched to us)

Any violation of the above may result in disciplinary action, permanent dismissal, or civil and/or criminal charges filed.

This policy:

This policy is to be reviewed and updated once every 12 months, unless:

- A relevant change to the law applies which requires us to update it earlier;
- A relevant error or concern has been raised in relation to the policy; or
- We change, add or remove a service/operation which may affect this policy

Any questions related to our policies may be put to us by email at info@vitality-entertainment.com

This policy must be adopted by the entirety of the company, it's staff, subsidiaries, projects, customers and service providers/partners, whilst involved in our activities.

