

TCHAI  
**CODE OF CONDUCT**



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**Related Tchai documents: Supply Chain Code of Conduct, Human Rights Policy, Environmental Policy & Material Standard Policy**

# TCHAI

# CODE OF CONDUCT

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Tchai is committed to fostering a culture anchored in key principles. At the heart of our operations is the commitment to ethical business conduct, guided by responsibility and integrity. We prioritize making choices that are honest and ethical above all else.

## **CORE VALUES**

Our company's strength and reliability are fundamental to Tchai's identity. Maintaining our reputation by building trust and showing respect to everyone, including our employees, clients, and business partners, is critical. The success of Tchai relies on our united dedication to our goals. We pledge these principles to ourselves, our partners, and our customers.

## **MANDATORY COMPLIANCE**

To safeguard our company's values and beliefs, the Tchai Code of Conduct is mandatory for everyone in the organization, covering explicit rules and foundational policies. We expect our business partners to embrace these principles as well. Upon hiring you will be asked to acknowledge your awareness, understanding, and agreement to comply with this Code and our Policies. Regardless of acknowledgment, this Code and our Policies apply to you as a condition of your employment along with the Tchai Collaboration Guide.

## **RESPONSIBILITIES**

It is the responsibility of every employee to familiarize themselves with Tchai's Code and underlying Policies. Seeking advice when necessary is crucial. Failure to comply with the Code and its underlying Policies may result in disciplinary action, including termination of employment.

## **GUIDING PRINCIPLES**

Tchai upholds a strong commitment to integrity, emphasizing that every individual is accountable for their actions. Whether improper or illegal, all acts have consequences. Ethical behavior goes beyond legality to include wise judgment and ethical decision-making. Just as we believe in engagement, we believe in making connections that matter. Tchai leverages design to unite people, embodying a brand's core to create experiences for everyone. Highlighting the positive.

Our mission is to improve the world by creating brand spaces that positively affect people and the planet. By establishing connections, we generate a domino effect, encouraging others towards a brighter future. This embodies the Tchi of Tchai, our positive energy that motivates our team, shapes our working style, and inspires our designs to be a force for good. By showcasing what's good, for everyone to engage with.

## **ETHICAL DECISION-MAKING**

When faced with dilemmas, consider the following questions:

- ▶ **Legality and Compliance:** Is the action legal and aligned with Tchai's Code of Conduct and underlying Policies?
- ▶ **Business Purpose:** Does it serve a legitimate business purpose?
- ▶ **Public Perception:** Would others perceive your actions as appropriate and ethical if they were publicly scrutinized?
- ▶ **Reputation Impact:** Have you evaluated how your decisions might affect Tchai's reputation?
- ▶ **Stakeholders:** Have you considered the impact on customers, business partners, and employees?

Answering "yes" to these questions ensures ethical conduct. If uncertain, seek guidance from HR or team Purple. Ultimately, your actions define your accountability, emphasizing the importance of ethical behavior.

## **WHISTLEBLOWER POLICY**

Tchai has established a Whistleblower Policy, enabling all employees to confidentially report serious or sensitive concerns. These concerns may include misconduct, unethical behavior, violations of the Code, underlying Policies, or relevant laws and regulations. In cases where an employee, supplier, or business partner acts contrary to the aforementioned Policies, it is essential to promptly escalate these concerns following the Whistleblower Policy. No individual at any level within Tchai, whether an employee, supplier, or business partner, has the authority to request or encourage any breach of the Code, underlying Policies, or applicable legal and ethical standards. If you encounter any doubts or apprehensions regarding a potential course of action, it's recommended escalating your questions or concerns directly. For whistleblowing, you can reach out to the following channels:

- ▶ Team Purple
- ▶ HR
- ▶ Reports can also be made confidentially via email to [we@tchai.nl](mailto:we@tchai.nl)

It's crucial to utilize the Whistleblower function exclusively for serious or sensitive matters. Tchai ensures that regardless of the method you choose to raise your concerns, all reports can be made anonymously if you wish to do so. We highly value the assistance of employees and individuals who identify potential breaches, serious concerns, and instances of misconduct. Our commitment lies in investigating matters confidentially, thoroughly, and as fast as possible.

Tchai strictly prohibits any form of retaliation against employees and individuals who make reports in good faith concerning violations of the Code, underlying Policies, or ap-

plicable laws, rules, or regulations. This extends to those who cooperate, participate in, or assist with an investigation. Individuals who engage in retaliation will be subject to disciplinary action, up to and including termination.

### **SUPPLIER AND PARTNER EXPECTATIONS**

We also expect our suppliers and other business partners to prioritize having similar policies and procedures for employees to raise and report serious or sensitive concerns. These concerns may include misconduct, unethical behavior, violations of the Tchai Supplier Code of Conduct, or applicable laws and regulations. Also through out our entire supply chain employees should be permitted to raise concerns and reports confidentially, without the risk of retaliation.

### **WORKPLACE**

Tchai is committed to fostering an inclusive, open and stimulating workplace. We recognize the value of diversity, drawing from a wide range of individuals. Our culture is shaped by the unique blend of individual differences, life experiences, knowledge, creativity, self-expression, core capabilities, and talent that our team members bring to their roles. This collective contribution plays a vital role in defining our organizational culture.

### **DIVERSITY & INCLUSION**

Tchai is committed to fostering, nurturing, and upholding a culture of diversity and inclusion. Our dedication to equal rights and opportunities for all individuals forms the cornerstone of our approach to hiring and promotions. Each of us plays a vital role in shaping the diverse and inclusive world we aspire to create. We firmly believe in providing a platform where every voice is heard. Regarding harassment and abuse, Tchai maintains a zero-tolerance policy. We do not tolerate any form of discrimination, abuse, or harassment that undermines the dignity of our employees or the communities in which we operate. Specifically, we stand against physical, verbal, sexual, racial, psychological, or any other type of discriminatory behavior. Our commitment extends to protecting individuals based on characteristics such as race, religion, color, sex, sexual orientation, national origin, ethnicity, age, marital or parental status, disability, pregnancy, or any other legally protected attribute. We actively foster a respectful and transparent environment, rejecting harsh, degrading, or intimidating treatment in any form.

### **HEALTH & SAFETY**

Tchai is committed to maintaining safe and healthy working conditions for all employees. We recognize that health and safety challenges, as well as legislative requirements, vary across our value chain and the diverse countries in which we operate. From our employees we expect the following:

- ▶ Report Concerns: If you encounter harassment, abusive behavior, or health and safety risks that impact equal rights and opportunities, promptly escalate them to HR or team Purple.
- ▶ Create a Positive Environment: Promote a working environment that is free from harassment and discrimination.
- ▶ Embrace Diversity: Support a culture of diversity and non-discrimination, treating

others with dignity and respect.

- ▶ Inclusive Representation: Encourage the representation of all groups and employee perspectives in teamwork and participation.
- ▶ Bias-Free Practices: Being mindful of potential bias in hiring practices, assessing candidates and employees solely based on performance.
- ▶ Stay Informed: Request information about specific health and safety risks related to your work and actively propose and participate in all health and safety training sessions that are relevant for you.

### **PRIVACY AND DATA PROTECTION**

Tchai regularly handles personal data related to both current and former employees, recruitment processes, customers, suppliers, business partners, and other individuals and entities with whom we conduct business. This personal data may include contact information, product information, transactional data, personal details, and employment-related information, as well as corporate information and organizational documentation. All personal data must always be securely stored, with access limited to the appropriate Tchai employee(s) and only provided to them for the purposes of carrying out their role duties. Personal data should be used exclusively for legitimate business purposes and protected, used, stored, and shared in accordance with the informed and agreed-upon manner of collection, as well as applicable data protection laws. Tchai shares or discloses personal data only to external business partners and third parties who share our commitment to processing personal data legitimately and lawfully, and most of all, only if exchange is absolutely necessary. Prior to any employee sharing personal data with another employee or any third party, the employee has an obligation to understand how that personal data will be processed and ensure that the information is legally permitted to be shared. Given the complexity and variation of data protection laws, all employees are expected to refrain from engaging in activities that may contravene the requirements of applicable data protection laws. Failure to adhere to these laws carries criminal and personal liability for both the employee and Tchai. When in doubt about whether something contravenes data protection laws, employees should seek clarification from HR or Team Purple before proceeding.

### **WORKING WITH SUPPLIERS**

Tchai is committed to maintaining and further developing a systematic, transparent, and fair business-integrated approach to addressing ethical challenges within our supply chain.

*\* For further details, please consult Tchai's Supply Chain Code of Conduct Policy that outlines the ethical standards and expectations for those involved in the supply chain.*

### **HUMAN RIGHTS COMMITMENT**

Tchai recognizes the impact of our activities on the lives of many people in our value chain. We acknowledge our responsibility to respect human rights and commit ourselves to a proactive approach to advancing these rights.

*\* For further details, please consult Tchai's Human Rights Policy*

## **ENVIRONMENTAL COMMITMENT**

Tchai is committed to promoting sustainable development and responsible business practices. Tchai recognizes that our actions have both positive and negative effects on our surroundings, including the environment. We are committed to protecting the environment and continuously strive to minimize the environmental footprint of our operations.

*\* For further details on our initiatives to minimize our environmental impact and influence our supply chain and the retail industry, please consult Tchai's Environmental Policy*

## **EXPECTATIONS FOR TCHAI EMPLOYEES**

- ▶ Familiarize Yourself: Tchai employees should familiarize themselves with Tchai's Supply Chain Code Of Conduct Policy, Environmental Policy, Human Rights Policy and our Material Standard Policy.
- ▶ Engage in Dialogue: Engage in dialogue and strategic partnerships with stakeholders to continuously raise the level of sustainability knowledge and performance of our suppliers.

## **CONCLUSION**

The Code provides a framework outlining how to exercise sound judgment and make the best possible decisions. However, the Code alone is not sufficient, and it takes a collaborative effort by everyone to ensure Tchai's values are achieved and our integrity is maintained. Therefore, it is important to work together and help each other to be compliant. It is equally important that you take action and share your concerns if you notice something that does not seem right. Our Code of Conduct is entangled throughout our entire company, it's part of our Tchi, it's what we believe in and proudly represent. This is how we make genuine connections and strive to inspire others to create a better world for all.

*\* Tchai reserves the right to make unilateral changes to the Code or our Policies at any time.*

If you have any questions about our Code or our Policies, please contact us.