

## **MEMBER CODE OF CONDUCT**

Adopted by TIA Board of Directors

April 30, 2007

### **Preamble**

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The Toy Industry Association Board of Directors has committed the Association to strive for and model the highest level of responsible behavior in its affairs. In addition, it has formally adopted a **MEMBER CODE OF CONDUCT** to provide a set of principles as a guide for members to use in their own business affairs. The Board believes that very act of articulating principles of acceptable behavior and communicating those principles to the association's members helps establish an environment that encourages such behavior.

### **Basic Principles**

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Companies in the toy industry face widely different circumstances and conditions in their particular businesses and the geographical areas in which they operate. TIA's **MEMBER CODE OF CONDUCT** is not intended to prescribe specific rules for individual or corporate behavior. The Code cannot stipulate what is moral or ethical behavior in an infinite variety of circumstances. Rather, the code provides a guide to help companies ascertain appropriate and honorable courses of action in daily business affairs.

### **TIA Member Pledge**

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TIA strongly urges its members to adopt their own company code to assure the highest standards of conduct in their affairs. To indicate their commitment to responsible corporate behavior, TIA members are encouraged to pledge that their companies will endeavor to adhere to the principles of the Association's Code and make every effort to assure compliance by their employees and divisions.

## MEMBER CODE OF CONDUCT

- I. **Product Safety.** To market only products that comply with applicable safety standards, exercise due diligence in regard to the safety of its products and take effective action to assure the safety of consumers when necessary.
- II. **Ethical Manufacturing.** To comply with the Code of Business Practices of the International Council of Toy Industries (ICTI) to ensure the operation of toy factories in a lawful, safe and healthful manner and to support the ICTI CARE process by purchasing products from compliant suppliers.
- III. **Intellectual Property.** To recognize and respect the intellectual property rights of others.
- IV. **Advertising and Marketing.** To assure that its advertising and marketing, in whatever form, is truthful and conforms with established codes and guidelines.
- V. **Environmental Protection.** To practice good stewardship of the environment by working to reduce the environmental impact of its operations and products through the promotion of pollution reduction and recycling where appropriate.
- VI. **Non-Discrimination.** To treat its employees, suppliers, customers and business associates with fairness, respect and dignity and without discrimination on the basis of race, creed, gender, age or sexual orientation.
- VII. **Business Practices.** To practice honesty and integrity in all business dealings and be truthful and avoid misrepresentations in all statements.

### TIA Member Pledge

As a member of the Toy Industry Association, our company pledges that it will endeavor to adhere to the principles contained in the Association's **MEMBER CODE OF CONDUCT** in its business affairs and will encourage conformance with the principles by all of its employees.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_