Code of Ethics and Professional Conduct

English version

MarkLovers

Our commitment

At Mark Lovers, we are committed to maintaining the highest standards of ethics and professional conduct. The values that define us are the foundation of our company and guide our actions at all times.

Through this manual, we have established clear guidelines that enable us to act with integrity and responsibility in all our interactions with clients, suppliers, team members, and society as a whole.

We recognize that building long-term relationships is based on loyalty to our company. It is therefore essential that every team member shares this value and acts accordingly. In this way, we can continue growing together and achieving success sustainably and responsibly.

Our slogan is: **Your company at its best.** We achieve this by combining innovation, creativity, and strategic thinking.

We have more than 10 years of experience in the Latin American market. During this time, we have had the opportunity to work with leading companies in their sectors and have achieved outstanding results, both in quality and quantity. We are proud of what we have achieved and look forward to continuing to grow alongside our clients.

Our values

MarkLovers

Core values of our work

1. Respect
2. Loyalty
3. Professionalism
4. Efficient use of resources
5. Responsibility
6. Honesty
7. Creativity
8. Continuous improvement
9. Leadership
10. Communication
11. Flexibility

Respect

- **Respect for human rights:** at Mark Lovers, we value and respect everyone, regardless of their background, gender, sexual orientation, religion, or political beliefs. We also promote a safe and healthy working environment for all.
- **Respect for diversity and inclusion:** we believe that diversity in all its forms makes us stronger as a team and as a company. We therefore work in an inclusive environment where every voice is heard and valued.
- **Respect for the environment:** we recognize that our actions can affect the environment, so we work to reduce our environmental impact and promote sustainable practices.

Respect

Expected conduct of MarkLovers team members

1. Respect the dignity, equality, and freedom of everyone.
2. Promote a safe and healthy workplace free from harassment, discrimination, and violence.
3. Comply with labor standards and applicable human rights laws.
4. Value and respect diversity of thought, culture, gender, sexual orientation, religion, and disability.
5. Foster an inclusive and welcoming workplace for everyone.
6. Promote the sustainable use of natural resources and minimize the environmental impact of our activities.
7. Comply with environmental standards and applicable laws.

Loyalty

- For us, loyalty is a fundamental value. We are committed to being loyal to our clients and team members, building long-term relationships based on trust and honesty.

Expected conduct of MarkLovers team members

1. Keep company and client information confidential.
2. Do not use privileged information for personal benefit or for the benefit of third parties.
3. Act at all times in the interests of the company and our clients.

Professionalism

- We work with rigor, ethics, and responsibility to provide quality services to our clients.
- We strive to stay up to date with the latest marketing trends and maintain a high level of professionalism at all times.

Expected conduct of MarkLovers team members

1. Carry out our work efficiently, effectively, and to a high standard.
2. Maintain an ethical and respectful attitude toward clients and suppliers.
3. Continuously update our skills and knowledge.

Efficient use of resources

- We value the resources available to us and work to optimize their use.
- We seek to provide effective and efficient solutions for our clients, using resources responsibly.

Expected conduct of MarkLovers team members

1. Use company resources responsibly and efficiently.
2. Avoid wasting resources and promote a culture of reuse and recycling.

Responsibility

- We take responsibility for every project we undertake and commit to meeting the agreed objectives and deadlines.

Expected conduct of MarkLovers team members

1. Fulfill the commitments made to our clients, suppliers, and team members.
2. Accept the consequences of our actions and decisions.

Honesty

- We act transparently and honestly at all times.
- We strive to build relationships based on trust and honesty.
- We communicate openly with clients and colleagues and make sure we keep our promises.

Expected conduct of MarkLovers team members

1. Act with integrity and transparency in all our activities.
2. Do not participate in illegal or fraudulent activities.

Creativity

- We believe creativity is a key element in the success of our projects.
- We encourage creativity and innovation in everything we do.

Expected conduct of MarkLovers team members

1. Promote creativity and innovation in our work and projects.
2. Seek original and effective solutions to meet our clients' needs.

Leadership

- We guide our clients on their path to success, sharing our knowledge and experience.
- We are leaders in our field and strive to remain at the forefront of the latest trends.

Expected conduct of MarkLovers team members

1. Guide our clients on their path to success, being innovative and proactive at every step.
2. Guide the team toward its objectives, promoting creativity and teamwork to achieve exceptional results.

Communication

- We communicate clearly and assertively to ensure the success of our projects.
- We listen to and value the opinions of team members and clients so that we can offer personalized and effective solutions.

Expected conduct of MarkLovers team members

1. Listen actively to others, paying attention to their concerns and needs.
2. Speak clearly and directly, without attacking or blaming others, and express your own feelings and thoughts appropriately.

Flexibility

- We know that everyone is unique and has different needs. We adapt to those needs and remain flexible in finding solutions that work for everyone.
- Negotiation and flexibility are key values in our agency and are essential to building lasting and productive relationships with our clients.

Expected conduct of MarkLovers team members

1. Maintain an open and flexible attitude to adapt to the needs or situations that arise.
2. Be able to reach agreements that satisfy both parties in a negotiation.
3. Show commitment and willingness to continue working with the client over the long term.

Integrity and responsibility

This manual is a guide for Mark Lovers team members that ensures integrity and responsibility at all times.

Implementing these guidelines will contribute to the success of the company and the wellbeing of society.

Contact

Creativity + Innovation = Results people love

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