

Code of Ethics

Version 1.2 - 26/10/2023

Lil Creative Studio is committed to an inclusive environment, respecting all individuals and viewpoints, as well as being a safe haven for creativity.

This Code of Ethics clearly outlines the professional standards of behaviour expected by Lil Creative Studio and those we work with. We are committed to doing business the right way that will protect all parties from unethical professional practices.

Standards of Practice

Lil Creative Studio is committed to the Code of Ethics outlined below. We work with suppliers who meet high social and environmental standards, to ensure our supply chain is of high integrity, and we monitor our entire operation for compliance with our Code. We expect all our clients, suppliers and collaborators to abide by these professional standards of behaviour and never ask us to compromise them.

Professional Responsibility

Lil Creative Studio will provide fairly priced and high quality design services at all times. All business will be conducted responsibly, with integrity, and with honesty.

Do Good Pledge

Lil Creative Studio believes in a world where business is a force for good. We aim to produce creative design, and work with clients, who have a positive impact on the environment, and benefit individuals and society as a whole.

1. Our Responsibility to the Environment

- 1.1. Lil Creative Studio will work in a manner that will meet the requirements for each project, that will have a minimum impact on the environment, and will protect the planet for future
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generations. Please read our full Environmental Policy & Environmental Action Plan for full details

- 1.2. Lil Creative Studio are committed to green energy sources, and energy efficient design to minimise carbon footprint
- 1.3. Lil Creative Studio are committed to using sustainable print, using FSC (or equivalent) papers and printers which meet our sustainable standards of practice
- 1.4. Lil Creative Studio are committed to recycling products, packaging and materials
- 1.5. Lil Creative Studio reinvest a percentage of our profits back into the environment

2. Our Responsibility to the Community

- 2.1. Lil Creative Studio are committed to respect human dignity, and the rights of individuals and communities with whom we interact with during the course of our work
 - 2.2. Lil Creative Studio are committed to equality, fair employment and remuneration policy in compliance with applicable laws
 - 2.3. Lil Creative Studio provide equal opportunity in employment and we do not tolerate any discrimination or harassment or any type from abuse. No direct or indirect discrimination shall take place based on any professionally non-relevant trait or circumstance, like gender, marital status, age, national or social or ethnic origin, colour, religion and political opinion, disability, sexual orientation, employee representation, property, birth or other status.
 - 2.4. Lil Creative Studio will never accept a project that will harm the public, or which ignores the health and safety of the community it is for
 - 2.5. Lil Creative Studio will make all work as diverse and inclusive as possible, and avoid stereotyping or depicting people in a negative way
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- 2.6. Lil Creative Studio are committed to providing volunteer design support services to the local community

3. Our Responsibility to Clients

- 3.1. Lil Creative Studio will always familiarise ourselves fully with our client's business, and will always act in a clients best interest
- 3.2. Lil Creative Studio will never accept work which could have a professional conflict of interest, without the full knowledge and agreement of all parties involved
- 3.3. Lil Creative Studio will never work with a clients direct competitor, without the full knowledge and agreement of all parties involved
- 3.4. Lil Creative Studio will treat a clients business with full confidentiality and never divulge any information to third parties, unless it is to fulfil contractual requirements and with the full knowledge and agreement of the client
- 3.5. Lil Creative Studio will never subcontract work, unless it is to fulfil contractual requirements and with the full knowledge and agreement of the client

4. Our Responsibility to Designers and other Creatives

- 4.1. Lil Creative Studio will always act fairly and impartially when contracting third parties for projects
 - 4.2. Lil Creative Studio will never knowingly copy work from another designer, or breach copyright of a third party
 - 4.3. Lil Creative Studio will always be fair when discussing another designers work, and will never slander the reputation of another designer
 - 4.4. Lil Creative Studio will never accept a commission that another designer is working on without either, their consent, or the
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completion and termination of their involvement in the project with their consent

- 4.5. Lil Creative Studio will not participate in any predatory pricing practices. This includes free pitching, loss leading and under pricing as it damages the economic viability of all design businesses

5. Our Responsibility to Ethical Marketing & Advertising Practices

- 5.1. Lil Creative Studio will always abide by ethical marketing and advertising practices
- 5.2. Lil Creative Studio will never use false or misleading information in promotional material for either us or on behalf of a client
- 5.3. Lil Creative Studio will never knowingly promote information that would have a negative affect on an individual or society
- 5.4. Lil Creative Studio will never send out unsolicited marketing either from us or on behalf of a client

6. Our Responsibility to Authorship & Copyright

- 6.1. Lil Creative Studio will always state authorship of another creative where required
- 6.2. Lil Creative Studio will never claim full authorship where another party has collaborated. Where a project is collaborative Lil Creative Studio will always credit the other party for their specific area of contribution
- 6.3. Lil Creative Studio will never knowingly copy work from another designer, or breach copyright of a third party

7. Our Responsibility to Confidentiality and Personal Information

- 7.1. Lil Creative Studio are committed to business information confidentiality, integrity and accessibility; and implement proper technical security measures to uphold this
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- 7.2. Lil Creative Studio respects the property rights of others. We will not acquire or seek to acquire trade secrets or other proprietary or confidential information by improper means
 - 7.3. Lil Creative Studio respects people's privacy and we acknowledge customers, employees and other natural persons' need to feel confident that their personal data is processed appropriately and for a legitimate business purpose. We are committed to complying with all personal data protection laws. We only acquire and keep personal information that is necessary and we give proper information on these activities to data owners. We implement proper security measures to assure confidentiality, integrity and availability of personal information
 - 7.4. Our staff must observe the legal requirements, apply compliant practices and follow related procedures to ensure legality of personal data handling and processing activities
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