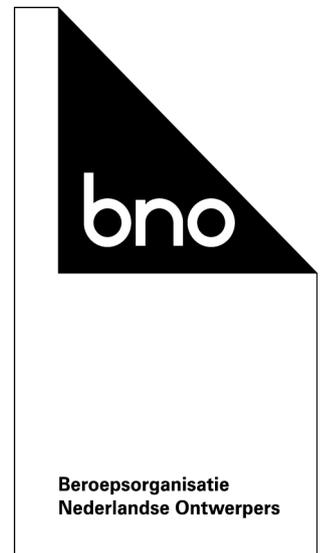


Code of Conduct

Association of Dutch Designers BNO



1 Applicability

BNO's Code of Conduct applies to and is binding on BNO's members.

2 Responsibility for compliance

- 2.1 Members agree to instruct the persons who work for them in such a way that their entire agencies observe this Code of Conduct.
- 2.2 If an employee or a freelancer of a BNO member violates this Code of Conduct, such violation will be attributed to the member, irrespective of whether or not the employee or freelancer in question is also an individual BNO member.

3 Relationship between the member and other designers/design agencies

- 3.1 Members agree not to improperly compete with other designers/design agencies.
- 3.2 Members may not improperly profit from the work, copyright or capabilities of other designers/design agencies.
- 3.3 Members agree not to speak disparagingly about other members.

4 The assignment

- 4.1 Before accepting an assignment, members must ensure that, in consultation with the client, specific agreement has been reached (preferably in writing) on the content, execution conditions and fee for the assignment.
- 4.2 Members agree to use their best endeavours in performing assignments.
- 4.3 Members agree not to accept an assignment if the client intends to violate third-party copyrights.
- 4.4 Members agree not to give their clients an incorrect impression of their expertise in respect of the performance of the assignment.
- 4.5 A member who suspects that an assignment has previously been given to another member must verify that the client has properly settled the earlier assignment given to that other member. A member who in that case makes use of the other member's work in performing the assignment must ensure that just and fair credit is given, unless other agreements on that point have demonstrably been made between the client and the other member or the other member states that it does not wish to receive credit.
- 4.6 Members agree at all times to bear in mind that by performing an assignment they are jointly responsible for the client's message or product. Member should act in accordance with generally accepted standards in doing so.

5 Member/client relationship

- 5.1 Members should not secretly work on competing products of different clients at the same time.
- 5.2 Members agree to transfer clients and/or assignments among themselves or between members and non-members only if the client has so agreed.
- 5.3 Members agree to treat all information that comes to their knowledge in the performance of their work confidentially and not to disclose that information without the client's consent.

5.4 Members agree not to publish a commissioned work until it has been circulated and/or published by the client. Departure from that rule will be permitted only with the client's approval.

6 Fees

- 6.1 A member must charge a fee that is in accordance with the services provided and the importance of the assignment.
- 6.2 Members agree not to accept any private discounts, commission or allowances from subcontractors or suppliers in the context of an assignment. Members who also act as the supplier of products or services are permitted to charge a reasonable supplement.
- 6.3 Members who are asked to advise in the selection of other designers or employees agree not to accept any form of payment from the recommended designers/design agencies.

7 Designer's objectivity

If a member's interests may influence the intrinsic quality or objectivity of his or her work, the client must be informed before accordingly before the assignment is accepted, or the assignment should be rejected.

8 Employees

Members agree to treat and remunerate their employees and other persons who perform work for them in accordance with generally accepted standards.

9 Publicity

Members agree not to make any untrue or incorrect statements in publicity organised by them for their own benefit.

10 Competition

Members and their employees should refrain from any acts that conflict with European and Dutch competition law.

11 Member/association relationship

- 11.1 Members agree not to violate the Articles, bylaws or resolutions of the Board or the General Members' Meeting.
- 11.2 Members agree to act loyally towards the association.

This Code of Conduct is a translation of the "Gedragscode BNO 2006". In the event of any difference between these two Codes of Conduct, the Dutch text will prevail.