

## ARCTUS CODE OF ETHICS

Arctus' Statement of Business Ethics is a statement of the professional values shared by the company's employees and the ethical principles derived from them. Arctus' missions, carried out in very different corporate contexts, confront the company's employees with various situations and constraints that can raise ethical questions.

This charter aims to define a framework within which Arctus employees carry out their missions with a clear conscience and in compliance with a certain number of values. In addition, values and principles are part of general rules and norms, such as respect for the law and professional probity. In this context, the statement here is limited to what falls within the scope of Arctus' missions.

### 1. Statistical processing and personal data

Whether it is for missions on behalf of its clients or for the animation of its Observatories, the Observatory of Hybrid Work and Digital Management, the Intranet & Digital Working Observatory and the Observatory of Creativity, Arctus is required to collect and then statistically process personal data. In this context, Arctus is committed to the confidentiality of the data collected and to compliance with the provisions of the Data Protection Act.

#### Confidentiality

As part of the processing carried out to analyze the results of surveys or interviews, Arctus undertakes not to disseminate any of the information provided by respondents: the results published never refer to a particular person or company but are treated in aggregates.

#### Data Protection Act

The personal data (first name, last name, email address, employer company) collected within the framework of the Observatories are necessary for the participation of respondents. The recipients of this data are Arctus' consultants in order to send respondents the detailed and personalized results following the analysis of the Observatories.

This data may be reused only for the purpose of distributing an informative newsletter on Arctus' activity or reminders to respond to the Observatories, if the respondent has authorised it. In accordance with the Data Protection Act, each respondent has the right to access, rectify and oppose any personal data concerning him/her. To exercise their rights, respondents can write to [contact@arctus.com](mailto:contact@arctus.com).

Security measures are applied to ensure that personal data, which is never collected without the respondents' knowledge, is only accessed by authorized recipients. Arctus does not host its data outside the European area.

The computer processing of personal data from the Observatories (intranet and HR) has been declared to the CNIL.

### 2. Professional values shared by Arctus consultants The professional values shared by Arctus employees are confidentiality, respect for people, professionalism, honesty and integrity.

#### Confidentiality

Arctus respects the confidentiality of the content that its employees collect from their customers, whether through:

- documents sent by the client himself as part of the assignment
- Analysis of an existing web device
- meetings, steering committee, management committee or other specific bodies in which Arctus representatives may be required to participate
- questions asked about the personal uses of new technologies, in online surveys, interviews or focus groups carried out by Arctus as part of the missions entrusted to it.

The identification and records of all survey content and the contact details of respondents are kept confidential. Appropriate measures are taken to prevent the release of data in a form that would allow the disclosure or inferring of the identity of a respondent.

Regarding interviews, Arctus undertakes not to disclose in any form whatsoever the content transcribed by its consultants during individual interviews, and to provide the client company with only an anonymous analysis report that does not allow the identity of a respondent to be deduced verbatim.

Finally, Arctus is prohibited from using the results of an assignment for the needs of any third party.

### **Respect for people, work and intellectual property**

Arctus respects the individuals and groups from whom the data is collected, with particular attention to the harm that could be done to them by inappropriate or improper use of the results.

The questions asked during certain surveys may seem intrusive, they are in no way compulsory, and they are also based on the consent freely given by the interviewees: in fact, any respondent can abandon the survey questionnaire at any time.

Arctus respects intellectual property. Thus, in return for the sums paid to it by its customers, Arctus assigns to its customers full and complete ownership of the work and the results of the services, except for its methodological tools.

Finally, Arctus does not hide or criticize the work done by others, in particular competing companies that could have intervened in a previous assignment for a client.

### **Professionalism**

Professionalism implies responsibility, competence, expertise and sound judgment. Arctus works to understand the needs of users.

Arctus employees use their statistical knowledge and know-how, particularly from the Observatories, to carry out their missions.

They make every effort to collect and analyze data as objectively as possible.

To this end, they discuss the issues raised in advance and do everything possible to provide appropriate and quality solutions. If necessary, they can develop and propose new methods.

Arctus does not accept assignments where the company would encounter a conflict of interest. Arctus does not subcontract the performance of its missions to other companies, and if subcontracting is necessary for the smooth running of the mission, Arctus undertakes to inform the client company. The people involved in these missions are all Arctus employees (or failing that, interns or apprentices).

### **Honesty and integrity**

Honesty and integrity mean independence, objectivity and transparency for Arctus. In fact-finding engagements, Arctus employees produce results by applying their expertise and are not influenced by pressure from those responsible or commissioned by their work.

Arctus is transparent about the methodologies used and strives to produce results that reflect the phenomena observed in an impartial manner. As such, Arctus employees strive to be objective, choosing and using the methods to produce the most accurate results. They present all the findings of their investigations in an open, comprehensive and transparent manner, regardless of the results. Where appropriate and for obvious reasons of objectivity, the attention of the client company may be drawn to the limitations of the data and results in terms of their reliability and applicability (small sample, representativeness, etc.).

Arctus subscribes to the ethical principles set out in its charter by the International Statistical Institute (<https://www.isi-web.org/>)

