



**BLUE LOGIC**

# ETHICAL PRINCIPLES

## Why Ethical Principles are important!

**Blue Logic** and its employees are constantly faced with new challenges and new opportunities. Due to their nature, this can be unsettling and it is not always clear how we should behave in certain situations or where the boundaries lie in terms of what is acceptable to our colleagues, customers and the communities in which we work.

The **Blue Logic** Ethical Principles are designed to support and help each of us as we work. It is a guide to the behaviour that **Blue Logic** expects from our employees.

The principles deliberately set high standards for all of us and should guide and inform us in our everyday decisions as we work together for the continued success, growth and improvement of **Blue Logic**.

Everybody in **Blue Logic** needs to carefully read and understand the Ethical Principles. We shall be committed and individually responsible for complying with these principles, as we are for our policies.

We must hold ourselves, and those working alongside us, accountable for following the rules; the rules of **Blue Logic**, the rules of the Customer we serve, and the rules of the areas in which we are located work and live.

Being accountable, means that we must be proactive in the approach to identify report and address issues not complying with our ethical principles and policies.

By doing this, we can all play our part in meeting expectations of our colleagues, customers, owners and the community.

Place: Sandnes

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Stig Magnar Lura  
Managing Director  
Blue Logic AS



## **ETHICAL PRINCIPLES**

**BLUE LOGIC's Ethical principles are:**

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<b>HONESTY</b>	- Be honest in all communications and actions
<b>INTEGRITY</b>	- Maintain personal integrity
<b>PROMISEKEEPING</b>	- Keep promises and fulfil commitments
<b>LOYALTY</b>	- Be loyal within the framework of other ethical principles
<b>FAIRNESS</b>	- Strive to be fair and just in all dealings
<b>CARING</b>	- Demonstrate compassion and a genuine concern for the well-being of others
<b>LAW ABIDING</b>	- Obey the law
<b>RESPECT FOR OTHERS</b>	- Treat everyone with respect
<b>COMMITMENT TO EXCELLENCE</b>	- Pursue excellence all the time in all things
<b>LEADERSHIP</b>	- Exemplify honour and ethics
<b>REPUTATION AND MORALE</b>	- Build and protect the company's good reputation and the morale of its employees
<b>ACCOUNTABILITY</b>	- Be accountable

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## **ETHICAL PRINCIPLES**

### **HONESTY – Be honest in all communications and actions**

Ethical executives are, above all, worthy of trust and honesty is the cornerstone of trust. They are not only truthful, they are candid and forthright. Ethical executives do not deliberately mislead or deceive others by misrepresentations, overstatements, partial truths, selective omissions, or any other means and when trust requires it they supply relevant information and correct misapprehensions of fact.

### **INTEGRITY – Maintain personal integrity**

Ethical executives earn the trust of others through personal integrity. Integrity refers to a wholeness of character demonstrated by consistency between thoughts, words and actions. Maintaining integrity often requires moral courage, the inner strength to do the right thing even when it may cost more than they want to pay. They live by ethical principles despite great pressure to do otherwise. Ethical executives are principled, honourable, upright and scrupulous. They fight for their beliefs and do not sacrifice principle for expediency.

### **PROMISE-KEEPING – Keep promises and fulfil commitments**

Ethical executives can be trusted because they make every reasonable effort to fulfil the letter and spirit of their promises and commitments. They do not interpret agreements in an unreasonably technical or legalistic manner in order to rationalize non-compliance or create justifications for escaping their commitments.



## **ETHICAL PRINCIPLES**

### **LOYALTY – Be loyal within the framework of other ethical principles**

Ethical executives justify trust by being loyal to their organization and the people they work with. Ethical executives place a high value on protecting and advancing the lawful and legitimate interests of their companies and their colleagues. They do not, however, put their loyalty above other ethical principles or use loyalty to others as an excuse for unprincipled conduct. Ethical executives demonstrate loyalty by safeguarding their ability to make independent professional judgments. They avoid conflicts of interest and they do not use or disclose information learned in confidence for personal advantage. If they decide to accept other employment, ethical executives provide reasonable notice, respect the proprietary information of their former employer, and refuse to engage in any activities that take undue advantage of their previous positions.

### **FAIRNESS – Strive to be fair and just in all dealings**

Ethical executives are fundamentally committed to fairness. They do not exercise power arbitrarily nor do they use overreaching or indecent means to gain or maintain any advantage nor do they take undue advantage of another's mistakes or difficulties. Ethical executives manifest a commitment to justice, the equal treatment of individuals, tolerance for and acceptance of diversity. They are open-minded; willing to admit they are wrong and, where appropriate, they change their positions and beliefs.

### **CARING – Demonstrate compassion and a genuine concern for the well-being of others**

Ethical executives are caring, compassionate, benevolent and kind. They understand the concept of stakeholders (those who have a stake in a decision because they are affected by it) and they always consider the business, financial and emotional consequences of their actions on all stakeholders. Ethical executives seek to accomplish their business objectives in a manner that causes the least harm and the greatest positive good.



## **ETHICAL PRINCIPLES**

### **RESPECT FOR OTHERS – Treat everyone with respect**

Ethical executives demonstrate respect for the human dignity, autonomy, privacy, rights, and interests of all those who have a stake in their decisions; they are courteous and treat all people with equal respect and dignity regardless of sex, race or national origin. Ethical executives adhere to the Golden Rule, striving to treat others the way they would like to be treated.

### **LAW ABIDING – Obey the law**

Ethical executives abide by laws, rules and regulations relating to their business activities.

### **COMMITMENT TO EXCELLENCE – Pursue excellence all the time in all things**

Ethical executives pursue excellence in performing their duties, are well-informed and prepared, and constantly endeavour to increase their proficiency in all areas of responsibility.

### **LEADERSHIP – Exemplify honour and ethics**

Ethical executives are conscious of the responsibilities and opportunities of their position of leadership and seek to be positive ethical role models by their own conduct and by helping to create an environment in which principled reasoning and ethical decision making are highly prized.



## **ETHICAL PRINCIPLES**

### **REPUTATION AND MORALE – Build and protect the company’s good reputation and the morale of its employees**

Ethical executives understand the importance of their own and their company’s reputation as well as the importance of the pride and good morale of employees. Thus, they avoid words or actions that might undermine respect and they take affirmative steps to correct or prevent inappropriate conduct of others.

### **ACCOUNTABILITY – Be accountable**

Ethical executives acknowledge and accept personal accountability for the ethical quality of their decisions and omissions to themselves, their colleagues, their companies, and their communities.

### **Compliance with these Ethical Principles**

Blue Logic and its employees, without any distinction or exception whatsoever, must respect the principles and content of these Ethical Principles in all actions and behaviours and must strive to conduct the business in line with fundamental human rights and high ethical standards.

**Blue Logic, its employees and its suppliers/subcontractors shall actively prevent and not be involved in any un-ethical behaviour and/or practice, e.g. corruption, bribery, money laundering, racism, extortion, slavery, child labour, etc.**

**If a breach on these Ethical Principles is suspected at any supplier/subcontractor an action plan with corrective actions must be put in place immediately.** Failure to implement actions to correct the situation will result in Blue Logic terminating the relationship as compliance with these Ethical Principles are fundamental for the quality of the working and professional performance of Blue Logic.