

Code of Conduct and Ethics - Introduction

This Code of Conduct and Ethics establishes the principles and guidelines that guide the activities of our market research company and must be observed and adopted by all GINGER Employees.

We are committed to maintaining integrity, transparency and confidentiality in all of our operations, ensuring that our services meet the highest standards of quality and ethics

It aims to guide actions with the public with which the company interacts, such as: co-workers and company directors, customers, suppliers, business partners, society and government.

This Code of Ethical Conduct guides the personal and professional conduct of all Employees, regardless of the position or function they occupy and reflects the commitments that GINGER assumes in the market in which it operates.

Ginger Values

- ✓ We seek to understand the real objectives of our clients' requests to deliver results and generate insights that exceed their expectations;
- ✓ We comply with the ethical principles that guide Market Research and its relationships with interviewees, customers and suppliers;
- ✓ We respect the laws and values of the places and companies we work with;
- ✓ We guarantee the security of all information from our customers, suppliers and participants in our research, in accordance with the premises of the LGPD;
- ✓ Respect for human beings and the environment is a basic condition and will be a defining element in any and all Ginger activities;
- ✓ We are committed to combating corruption by adopting good corporate governance practices



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Ginger Ethics Policy

Our Ethics Policy was created based on what we value and practice. We cultivate solid and lasting relationships, which is why we have a responsible attitude towards society, considering the following fundamental principles:

1. Human Relations, Inclusion and Diversity

"We want a light and healthy relationship between us and with anyone who comes into contact with us!"

Respect: We treat all individuals with dignity and respect, valuing diversity and inclusion.

- a. All employees, suppliers and customers must be treated with cordiality and respect, regardless of race, gender, sexual orientation, religion, hierarchical position, etc.
- b. Everyone must be welcomed with different profiles and singularities, with diversity as a tool for individual and work development;
- c. Attitudes that cause any type of embarrassment or that compromise the well-being of individuals, or the work environment, are not accepted;

2. Respect for laws and contracts

"If it is agreed, it will be fulfilled."

Responsibility: We comply with all laws, regulations and standards applicable to our market research activities.

- a. Contracts with customers and suppliers must be respected reciprocally, faithfully reflecting what they propose;
- b. Contracts must be signed by the legitimate representatives of the companies with which we interact;
- c. The laws of Brazil or the country where we are operating must be respected, with the most restrictive always prevailing;

3. Anti-corruption Principles and Conflict of Interest

Honesty: *"we do not pay or receive bribes".*



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- a. International anti-corruption standards must be observed;
- b. No employee, supplier or representative may, under any circumstances, offer or accept advantages or benefits, actively or passively, from any public or private sector agents;
- c. Customer and supplier anti-corruption policies are strictly observed;
- d. Private relationships with customers or suppliers must be reported to Ginger management.
- e. We work and present results impartially and independently.

4. Confidentiality and Integrity

Privacy: *"We are careful with information."*

Confidentiality: We strictly protect privacy and data, including the personal data of all customers, partners and research participants.

Integrity: We act honestly and fairly in all our activities, avoiding any form of deception or fraud

- a. All employees or suppliers who have access to proprietary data of Ginger or Ginger customers must sign and fully observe the Confidentiality Terms;
- b. The information is kept in a secure environment with restricted access;

5. Transparency

Truth: *"We interact frankly and openly, always guided by the truth."*

- a. We maintain open and honest communication with our customers, research participants and other stakeholders.
- b. The relationship with customers and suppliers is always guided by transparency and honesty;
- c. Each and every document must express clearly and precisely what it intends to document;
- d. All information or results presented must fully correspond to the truth and reality of the facts;
- e. Information given to clients or authorities must be direct and clear, never in a dubious way, allowing different interpretations;
- f. Anyone who is aware of an illegal act or fraud, whether in a document, procedure or verbally, must be immediately reported to Ginger management.

6. Free competition

No privileges: *"We are on the field to play properly"*

- a. We do not exchange commercial information with competitors or address topics that could be understood as harmful to free competition;
- b. We do not offer privileged information to suppliers or customers, and we encourage healthy competition between them.

7. Professional Conduct - Conformity

- **Accuracy and Honesty in Results:** We ensure that all information and data collected is accurate, unbiased and presented in a clear and understandable way.
- **Informed Consent:** We obtain explicit consent from our research participants before collecting any data, clearly informing them of the purposes and use of the information.
- **Legal Compliance:** We comply with all applicable laws and regulations, including those relating to data protection and privacy.
- **Independence and Impartiality:** We maintain independence and impartiality in our analyzes and conclusions.

8. Responsibility to Customers - Quality

- **Quality Service Delivery:** We are committed to delivering high-quality services, meeting our clients' expectations and needs, from research planning to delivery of results
- **Clear and Transparent Communication:** We keep our clients informed about research progress, any challenges encountered, and solutions implemented.
- **Confidentiality of Customer Information:** We protect our customers' confidential information with the same rigor applied to research participant data.

9. Training - Development

- **Training:** We provide training to our employees to ensure they are up to date with best practices and ethical standards in the field of market research.



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- **Culture of Ethics:** We promote a culture of ethics and responsibility within the company, encouraging all employees to follow the principles and guidelines established in this code.

10. Reporting Violations or Complaints - Access

- **Reporting Channel:** We provide a safe and confidential channel for employees and third parties to report any violation of this code (Whats App 11 97590.3645)
- **Impartial Investigations:** All reports and complaints will be investigated impartially and rigorously, with due protection for whistleblowers.

Conclusion

This Code of Conduct and Ethics is fundamental to our operation and success. We expect all employees, partners and stakeholders to practice these principles, contributing to the integrity and excellence of our market research company.