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CODEX

Code of Conduct

Why this Codex?

As guidance for all employees, freelancers and stakeholders in the form of clients and business partners

Contact

Management

Stand

December 2025



General

At CRAiD, we combine human creativity (its creative power and ability for progress and meaning-making) with technology (e.g., artificial intelligence) and its implementation to make organizations and companies successful. Our creative, digital consultancy specializes in AI-supported design methods and expertise in brand experience (Brand & Customer Experience) to help you build, grow, and differentiate yourself in today's international competitive market landscape.

In doing so, we follow a simple maxim: *"The starting point, however good it may be, is just a moment on the path to something better."*

Our strength: The setup of an experienced core team (Squad), which is complemented by a multidisciplinary collective of experts. This is how CRAiD harnesses the uniqueness of the global creative, tech, and consulting scene. As a result, our clients continuously benefit from the best and most effective minds in their projects.

CRAiD is an owner-managed consultancy where institutional neutrality and impartiality are guaranteed.

Codex – Code of Conduct

This Code of Conduct is the foundation of all business activities. Together with our values, it forms the basis for good cooperation and serves as the guideline for the actions of all employees and stakeholders at CRAiD, regardless of their hierarchical level.

In it, we commit ourselves to unrestricted legal compliance and transparency, as well as to the continuous improvement of business processes from ecological, social, and societal perspectives. The Code of Conduct is also the basis for interactions with freelancers, business partners, and clients. A high degree of social and ethical competence is expected from all employees. This standard also applies to the selection of our business partners and clients.

Information about the contents and operational implementation is provided to all participants during their onboarding, and freelancers receive it along with their contract documents. Clients can view this Code of Conduct on the website. Responsible and lawful conduct should be self-evident. Therefore, this Code of Conduct does not contain new rules but illustrates the requirements for our behavior in both external and internal relations in fulfilling our duties. In this context, employees are exclusively obligated to the company and not to individuals – such as supervisors.

- **Fair Competition:** Antitrust law aims to secure and maintain free and undistorted competition in the interest of all market participants. Antitrust regulations and prohibitions particularly concern:
 - the prohibition of agreements between competitors regarding prices, territorial divisions, customer groups, or production quantities
 - the prohibition of abuse of a dominant market position and coordinated behavior, informal discussions, or agreements that aim to or result in restricting competition.
- **Prohibition of Corruption, Money Laundering, and Granting of Advantages:** Corruption and granting of advantages – in any form – are not tolerated at CRAiD. In connection with our business activities, no personal advantages may be demanded, accepted, offered, or granted. If an employee is confronted with such an offer or demand, it must be reported immediately to supervisors. Gifts and invitations may generally not be distributed or accepted. Exceptions apply to generally customary occasional or promotional gifts and gifts that conform to custom and courtesy. The same applies to invitations. Cases of doubt should be clarified with supervisors or HR. The use of CRAiD's assets or funds and the conduct of business are only permissible if the respective transactions are properly recorded and documented. All entries in CRAiD's books and records must be truthful, complete, and accurate. They must be made without gaps and in accordance with general accounting regulations. Payment requests and payments may only be made in the company's interest and for legally permissible purposes. They must match the corresponding payment documents. Tax laws must be complied with and are externally audited.
- **Data Protection:** The protection of personal data of our clients and employees, as well as compliance with national, European, and international data protection regulations, is a matter of course for us. We align our actions to process personal data only after weighing individual interests and evaluating all data protection risks. Our security standards particularly aim to prevent unauthorized use by third parties. Our business partners are also obligated to handle such data carefully. We operate according to GDPR. For this purpose, all employees receive a document during onboarding, as well as an introduction to information about what data we store and how to handle provided data. More detailed information can be found in the internal "TOM" (Technical and Orga-



nizational Measures for Ensuring Data Protection). Questions about data protection or our Data Protection Officer can be directed to datenschutz@CRAiD.de

- **Internal Matters and Confidentiality:** All people are contractually obligated to maintain confidentiality about all company matters, especially business and trade secrets that become known during their employment, even after the termination of employment.
- **Social Responsibility:** Respect for human rights and fundamental social standards is the principle of all human coexistence. Working conditions that violate such rights and standards contradict this principle. We always pay industry-standard wages and above the applicable minimum wage, regardless of the type of employment. This applies both within our company and in cooperation with business partners. In addition to paying above minimum wage, other social aspects, largely anchored in German law, such as statutory health insurance, entitlement to paid vacation days, as well as sick pay, maternity protection, protected breastfeeding opportunities, parental leave, and child sick days, are self-evident and fully supported at CRAiD. Furthermore, we focus on work-life balance (including beyond caring for one's own children) and offer options for part-time work, flexible working hours, and remote work. All employees are responsible in their areas of responsibility and influence for ensuring that human rights and fundamental social standards are not violated. We support the United Nations Human Rights Declaration Link Human Rights Declaration and the United Nations Guiding Principles on Business and Human Rights: Link Guiding Principles:EN. Additionally, we commit ourselves to the UN Global Compact Principles and thus also to the contained Sustainable Development Goals (SDGs).
- **Prohibition of Discrimination:** All employees and business partners have the right to fair, courteous, and respectful treatment by supervisors and colleagues. No one may be discriminated against based on skin color, nationality, descent, gender, faith or worldview, political opinion, age, individual physical constitution, sexual orientation, appearance, or other personal characteristics, meaning disadvantaged without objective reason. We are all obligated to respect the personal dignity and sphere of others. Harassment and any form of unwanted physical contact are to be refrained from and are prohibited. If such incidents are experienced or observed, the Discrimination Officer (currently Daniel Simon – daniel@CRAiD.de) must be informed.
 - Wherever possible, we will use gender-neutral formulation. If this leads to major disadvantages for text flow comprehension or the text's purpose regarding its application due to the complexity of the German language, we seek the best solution in word choice. In any case, CRAiD, our partners, and our work stand for absolute equality, even if in such cases a solution is used that might be evaluated as "non-gender-conforming" by hardliners – if it represents a good solution in the sense of the overall context described above.
 - People who require special support in the work environment permanently or temporarily due to illness or physical limitations receive this individually tailored support. This can range from special technical equipment to consideration in seating arrangements to assistance or special break structures, and is therefore not standardized. Rather, the suitability of the measure is central.
- **Complaint Management and Whistleblowing:** For complaint mechanisms to work, affected individuals must know they exist, how to use them, and how to formulate a complaint. And they must be confident that their concern remains confidential if they wish. All of this is ensured at CRAiD through various direct and indirect channels.
 - Direct Complaint: Both in informal direct exchange through all available channels (Slack, email, telephone, personal contact) and during regular (at least annual) feedback discussions, employees and supervisors can raise, discuss, and resolve their issues regardless of hierarchical level.
 - Indirect Complaint: Through the trusted persons in HR (currently Management), complaints, concerns, or sensitive information can be shared and processed with a low threshold. If this is not desired, every employee is free to involve external mediation.
 - In all cases of complaints and reports of grievances, management guarantees protection from reprisals for reporting persons.
- **Safety, Environmental Responsibility, and Sustainability:** The prevention and safe control of dangers to humans and nature is an essential component of responsible action. Compliance with all safety regulations is indispensable, whether they are prescribed by law, issued by competent authorities, or regulated in company guidelines. In one's own interest, but also in the interest of colleagues and the entire company, safety regulations must always be consistently applied. Everyone is jointly responsible for safety in their work environment. All employees receive training and instruction in this regard. Particularly environmentally conscious and sustainable action is both an ethical and business obligation for us. We thereby contribute to the preservation of natural



resources, biodiversity, and the protection of our climate for future generations, thus securing our own economic viability and competitiveness in the long term. Compliance with applicable environmental regulations is a basic requirement for this. Environmental aspects are considered in every business decision. To continuously strengthen employees in this regard, CRAiD supports them through ongoing information and active assistance.

We commit ourselves to following these sustainability guidelines, which affect all daily business processes:

- Sustainability in economic, ecological, and social matters is part of our values and actions.
- We conserve resources in various aspects.
- Digital versions are preferred over printouts.
- We steer clear of short-haul flights and opt for transportation modes that harmonize sustainability and efficiency. We thoroughly evaluate whether a personal meeting on-site truly offers added value compared to a remote one.
- Within Germany, travel is preferably by train. If project-related flexibility and speed are crucial factors, cars or planes could also be used, but this decision should be carefully considered.
- Before traveling outside Germany, alternative options like remote meetings should be considered. Additionally, a proportionality assessment should be made between flight and train connections.
- In purchasing products and services, we prefer sustainable and local goods and partners when they represent equivalent or acceptable alternatives. For food, we prefer organic farming and regional businesses.
- We work constantly on improving our transparency and internal communication.

We choose our clients carefully and reserve the right not to cooperate with certain companies or organizations if they do not align with our values. We encourage our clients and other companies to also act according to sustainable principles. We assume that all colleagues and business partners have read this Code and accordingly participate in its positive implementation.

Berlin, December 2025

Daniel Simon
CEO & Founder CRAiD

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