

SYNERACTIV CODE OF ETHICS

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PREAMBLE

At Syneractiv, marketing intelligence is our reason for being. As stewards of data-driven marketing insights, we recognize that our work carries significant responsibilities to our clients, their customers, and society at large. This Code of Ethics establishes the principles and standards that guide our conduct as we navigate the complex intersection of marketing analytics, consumer privacy, and business performance.

We commit to upholding the highest standards of professional integrity, data stewardship, and ethical practice in all aspects of our work.

1. DATA PRIVACY & CONSUMER PROTECTION

1.1 Privacy-First Philosophy

- We prioritize consumer privacy in all analytics solutions, treating it not as a constraint but as a fundamental design principle
- We advocate for privacy-compliant data ecosystems and actively help clients transition to first-party data strategies
- We stay current with evolving privacy regulations (GDPR, CCPA, and emerging frameworks) and ensure our solutions maintain compliance

1.2 Consent & Transparency

- We ensure that data collection and usage practices respect consumer consent preferences
- We promote transparency in how consumer data is collected, analyzed, and utilized
- We never recommend practices that circumvent privacy regulations or exploit regulatory gaps

1.3 Data Minimization

- We collect and analyze only the data necessary to achieve legitimate marketing intelligence objectives

- We encourage clients to adopt data minimization practices that reduce privacy risks
- We design analytics solutions that maximize insights while minimizing data exposure

1.4 Anonymization & Security

- We implement appropriate technical and organizational measures to protect data confidentiality
 - We utilize anonymization, pseudonymization, and aggregation techniques where appropriate
 - We work exclusively with secure data environments, including clean rooms and privacy-compliant platforms
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2. ANALYTICAL INTEGRITY & PROFESSIONAL STANDARDS

2.1 Intellectual Honesty

- We maintain objectivity in our research, analysis, and recommendations
- We present findings accurately, including limitations, uncertainties, and confidence intervals
- We never manipulate data or analyses to support predetermined conclusions or client preferences

2.2 Methodological Rigor

- We employ sound statistical methods and analytical techniques appropriate to each engagement
- We validate our models and algorithms to ensure accuracy and reliability
- We acknowledge when data quality, sample size, or methodological limitations may affect conclusions

2.3 Transparency in Capabilities

- We clearly communicate what our analytics solutions can and cannot deliver
- We set realistic expectations about potential outcomes and ROI
- We acknowledge the limitations of predictive models and the uncertainties inherent in marketing measurement

2.4 Continuous Learning

- We stay current with evolving technologies, methodologies, and industry best practices
 - We invest in ongoing professional development for our team
 - We contribute to industry knowledge through thought leadership and shared insights
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3. CLIENT RELATIONSHIPS & SERVICE DELIVERY

3.1 Client-Centric Service

- We prioritize long-term client success over short-term revenue opportunities
- We provide candid advice, even when it may not align with client preconceptions
- We deliver exceptional service while maintaining professional boundaries and objectivity

3.2 Confidentiality

- We protect client proprietary information, business strategies, and competitive intelligence
- We maintain strict confidentiality regarding all client data and engagements
- We never share client insights or data with other clients or third parties without explicit permission

3.3 Conflict of Interest Management

- We identify and disclose potential conflicts of interest in client engagements
- We avoid situations where competing client interests could compromise our objectivity
- We establish clear boundaries when working with clients in similar market segments

3.4 Fair Pricing & Value

- We price our services fairly based on the value delivered and effort required
- We provide transparent cost structures and avoid hidden fees

- We honor our commitments and deliver on promised outcomes
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4. RESPONSIBLE USE OF TECHNOLOGY & AI

4.1 AI Ethics

- We deploy artificial intelligence and machine learning responsibly, with human oversight
- We test AI systems for bias and work to mitigate discriminatory outcomes
- We maintain transparency about when and how AI is used in our analytics solutions

4.2 Algorithm Accountability

- We document our proprietary algorithms and modeling approaches
- We regularly audit algorithms for accuracy, fairness, and unintended consequences
- We take responsibility for outcomes generated by our analytical systems

4.3 Generative AI Considerations

- We use generative AI tools responsibly, ensuring outputs are verified and accurate
 - We respect intellectual property rights when utilizing AI-generated content
 - We disclose when AI has been used in significant ways in client deliverables
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5. MARKET & COMPETITIVE PRACTICES

5.1 Fair Competition

- We compete on the merits of our services, expertise, and results
- We do not disparage competitors or make unsubstantiated claims about our superiority
- We respect intellectual property rights of competitors and industry peers

5.2 Industry Advancement

- We contribute to the advancement of the marketing analytics profession
- We share knowledge and best practices that benefit the broader industry
- We collaborate with industry organizations to establish standards and guidelines

5.3 Honest Marketing

- Our own marketing and sales practices reflect the values we espouse to clients
 - We make truthful claims about our capabilities, experience, and track record
 - We provide accurate case studies and references that fairly represent our work
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6. SOCIAL RESPONSIBILITY & IMPACT

6.1 Beneficial Use

- We decline engagements that promote harmful products, deceptive practices, or unethical business models
- We consider the broader societal impact of marketing strategies we help develop
- We advocate for marketing practices that benefit consumers and society

6.2 Vulnerable Populations

- We exercise special care when analytics involve children, elderly persons, or other vulnerable groups
- We advocate for protective measures when targeting could exploit vulnerabilities
- We refuse work that manipulates or takes advantage of at-risk populations

6.3 Truthfulness in Marketing

- We do not support deceptive marketing practices or misleading claims
- We promote accuracy in advertising and marketing communications
- We help clients build authentic connections with consumers based on genuine value

6.4 Environmental & Social Considerations

- We consider the environmental impact of marketing strategies we support
 - We promote sustainable business practices where appropriate
 - We encourage clients to balance profitability with social responsibility
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7. TEAM CULTURE & INTERNAL PRACTICES

7.1 Respectful Workplace

- We maintain a culture of respect, inclusion, and psychological safety
- We prohibit discrimination, harassment, or retaliation in any form
- We value diverse perspectives and create opportunities for all team members to contribute

7.2 Professional Development

- We invest in the growth and development of our team members
- We provide mentorship, training, and career advancement opportunities
- We encourage work-life balance and sustainable work practices

7.3 Ethical Decision-Making

- We empower team members to raise ethical concerns without fear of retaliation
- We establish clear channels for reporting ethics violations or concerns
- We address ethical issues promptly and transparently

7.4 Global Team Accountability

- Our distributed service model (US, Argentina, India) operates under unified ethical standards
- All team members, regardless of location, are held to the same ethical expectations
- We respect local laws and customs while maintaining our core ethical principles

8. GOVERNANCE & ACCOUNTABILITY

8.1 Leadership Responsibility

- Company leadership models ethical behavior and holds themselves accountable
- Ethics considerations are integrated into business decisions at all levels
- Leadership regularly reviews and reinforces ethical standards

8.2 Ethics Training

- All team members receive regular ethics training upon joining and annually thereafter

- Training includes real-world scenarios and practical guidance for ethical decision-making
- We maintain documentation of ethics training completion

8.3 Reporting Mechanisms

- We maintain confidential channels for reporting ethics concerns or violations
- Reports are investigated promptly and fairly
- We protect whistleblowers from retaliation

8.4 Consequences for Violations

- Violations of this Code of Ethics are taken seriously and result in appropriate consequences
- Consequences may include corrective action, disciplinary measures, or termination
- We document violations and responses to ensure consistent enforcement

8.5 Regular Review

- This Code of Ethics is reviewed annually and updated as needed
- We solicit feedback from team members and stakeholders on ethical practices
- We adapt our ethical framework to address emerging challenges in our industry

9. SPECIFIC ETHICAL COMMITMENTS

9.1 Omnichannel Marketing Ethics

- We promote coordinated, consistent consumer experiences across channels
- We avoid overwhelming consumers with excessive or poorly coordinated messaging
- We help clients respect channel preferences and opt-out requests

9.2 First-Party Data Ethics

- We help clients build first-party data strategies based on transparent value exchange
- We promote progressive consent models that respect consumer autonomy
- We never recommend coercive data collection practices

9.3 Marketing Measurement Integrity

- We provide accurate attribution and performance measurement
- We acknowledge the limitations of attribution modeling and avoid overclaiming precision
- We help clients understand what metrics truly matter for their business

9.4 Martech Stack Optimization

- We recommend technology solutions based on client needs, not vendor relationships
- We disclose any partnerships or compensation arrangements with technology vendors
- We help clients avoid unnecessary technology complexity or overspending

10. IMPLEMENTATION & LIVING DOCUMENT

This Code of Ethics is not merely aspirational—it is a practical guide for daily decision-making at Syneractiv. When faced with ethical dilemmas, team members:

1. **Pause** – Take time to consider the ethical dimensions of the decision
2. **Consult** – Discuss concerns with colleagues, managers, or leadership
3. **Apply Principles** – Use this Code as a framework for evaluation
4. **Choose Wisely** – Select the course of action that best aligns with our values
5. **Document** – Record the reasoning behind significant ethical decisions

We recognize that ethical challenges in marketing analytics are complex and evolving. This Code provides a foundation, but cannot address every situation. We encourage team members to:

- Ask questions when uncertain
 - Raise concerns proactively
 - Suggest improvements to this Code
 - Learn from ethical challenges we encounter
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CONCLUSION

At Syneractiv, we believe that ethical practice and business success are not in conflict—they are mutually reinforcing. By maintaining the highest ethical standards, we build trust with clients, create sustainable value, and contribute positively to the marketing analytics profession.

Our commitment to ethics is ongoing and unwavering. We hold ourselves accountable to these principles and invite our clients, partners, and stakeholders to hold us accountable as well.

Together, we can advance marketing intelligence while protecting consumer privacy and serving the greater good.

ACKNOWLEDGMENT

All Syneractiv team members, contractors, and partners are expected to read, understand, and abide by this Code of Ethics. Questions about this Code should be directed to leadership.

This Code of Ethics reflects Syneractiv's commitment to responsible marketing intelligence and data stewardship. It is a living document that will evolve as our industry, technology, and understanding of ethical practice continue to develop.