



# Code of Ethics and Conduct



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# 1 - INTRODUCTION

Several laws, rules and precepts exist within society. In the business world, as in our day-to-day lives, as members of society, our social value is determined by our commitment to certain laws, rules and precepts. We must act accordingly. **CEO TRAVEL** understands that the proper conduct of its partners and employees is more than simply not breaking the law. We believe that proper conduct must also be based on correct performance in the light of common sense and ethics.

Our concept of right conduct is still based on self-control; maintaining a sense of social responsibility in both our professional and private lives and not moving away from socially acceptable behavior. To ensure that we continue to be a reliable organization, we declare that we will meet the requirements of society and that the commitment will lie at the base of all our efforts. Supported by a corporate culture, open, fair and transparent, **CEO TRAVEL** is an organization focused on the growth, efficiency and satisfaction of its customers, partners and employees, and which is supported by this Code of Ethics and Conduct to achieve its vision and mission.

This Code presents the way to act, to behave, to live and to proceed respecting a set of rules and precepts at order moral and valorative, towards partners, employees, customers, suppliers and business partners. All **CEO TRAVEL** partners and employees must be aware of and strictly follow this Code.

**CEO TRAVEL** values and prefers to do business with customers, suppliers and partners who respect and have rules and precepts like this Code.



## 2 - OUR VISION, MISSION AND VALUES

### MISSION

To serve and manage corporate and leisure Corp with excellence through a highly qualified team.

### VISION

To be a leader among the ten largest corporate agencies in the country.

### VALUES

The pillars of **CEO TRAVEL** are ethics, transparency and humanization in relations with our employees, customers and suppliers.



## 3 - RULES AND PRECEPTS

The basic human rights guaranteed by international declarations must be respected and protected, as well as national constitutions and judicial precedents and must not infringe such rights.

One should respect each other as individuals and should not be discriminated against in relation to ethnicity or race, religious or political beliefs or other creeds; gender; age or physical and mental disability.

One should not speak or act in a way that degrades individual dignity on issues related to gender, authority or position (sexual or moral harassment), and One should not engage in any other form of abuse.

Transparency in selection processes must be maintained, preserving and guaranteeing equal opportunities, not tolerating any kind of favor by indication or kinship. It is necessary to recruit and hire employees in an impartial manner, evaluating the candidates solely on the basis of their technical skills and suitability of the corresponding activity.

A work environment with equal opportunities for professional growth for all employees must be maintained.

Information relating to the private lives of individuals, obtained in the workplace or in the course of our duties, should not be published without the clear consent of the individual involved.

All labor rights and duties established in current legislation must be respected and protected. Any form of forced labor, slave labor or child labor should not be used.

Health and safety laws in the workplace, as well as regulations for accident prevention, must be observed. Safe and healthy working conditions must be ensured, and the creation of comfortable working environments promoted.

Recognizing the importance of free competition in the market, Unreasonable commercial restrictions should not be applied or unfair business methods that could impede fair competition should not be used.



Fair and loyal business relationships with customers, suppliers and business partners must be maintained. One should not engage in improper practices involving customers, suppliers and business partners, nor in actions that may cause suspicion of irregular conduct. Loyal relationships with customers, suppliers and business partners must always be maintained.

One should not engage in actions that may undermine loyal relationships with customers, suppliers and business partners, such as offering and receiving personal advantages (in the form of money, goods, services etc.) or otherwise, abusing our dominant position in business.

To maintain good relationships with customers, suppliers and business partners, and to maintain transparent relationships with all government officials and other public officials, one should not engage in exchange for gifts or entertainment that could undermine the good relationship.

We must exercise caution and scrupulous care in our dealings with government officials and other public officials, and we must not take part in any corrupt behavior.

Freedom of expression in its most diverse manifestations must be respected and encouraged when exercised within the legal limits and within the internal guidelines of **CEO TRAVEL**.

The **CEO TRAVEL** brand and image must be cared for, without expressing positions and opinions that may harm it. It is also necessary to care for the brand and image of **CEO TRAVEL**, refraining from responding to contrary manifestations, avoiding the generation and propagation of controversies, such manifestations must be dealt with by the competent area.

**CEO TRAVEL** partner and employee positions should not be used to support or oppose any political party, ideological or religious group.

Any relationship with anti-social or illegal forces and groups that threaten public order and security should be rejected and action should not be taken to benefit such forces and groups.

We must constantly strive for the accuracy of the accounting and financial reports in the course of our corporate activities and we must not falsify accounts or take part in any activity related to such falsification. Internal controls must be maintained, in compliance with the laws in force, which faithfully ensure the financial and accounting situation of **CEO TRAVEL**.

One should not act in a way to obtain personal benefit, for example, in business with shares, obligations or other roles based on knowledge not publicly available, obtained during our tasks or through business partners and other parties, using the position of partner or collaborator of **CEO TRAVEL** (leakage of privileged information).

When providing services to the market, it must be ensured that they are of absolutely high quality. Provision should also be made of easily understandable and accurate information and descriptions related to the services, and efforts must be made to prevent misunderstanding by customers.

All customers must be served with excellence, regardless of their nature or the nature of the business.

One should not act in a way that puts personal gain or the gain of family, friends or acquaintances above the interests of **CEO TRAVEL**. For example, one must not compete with the business of this organization, one must not engage in business or any activity in the interest of competitors.

One should not work simultaneously in other organizations, in any role, that conflict in any way with the business and interests of **CEO TRAVEL**, its customers, suppliers and business partners.

Tangible and intangible corporate assets must be used and managed appropriately, such as: products, facilities, equipment, information and intellectual property. Never use it for personal gain or any other improper purpose, nor act in a way that could damage and / or devalue it.

Keeping in mind that corporate information is an important asset, this information must be managed with strict care and maintained the necessary confidentiality, integrity and availability.

Non-public information belonging to third parties must not be acquired or misused. Nor does it infringe on the intellectual property rights of others, such as copyrights and patent rights.

Recognizing the importance of personal information, one should handle this information appropriately, in accordance with the prescribed rules for the collection, registration, management, use, disposal and disposal of such information.

We must always remember, to take into account the global environment, to actively promote efforts to reduce the environmental impact of our business activities, including taking various measures to prevent global warming.

To reduce the environmental impact of our corporate activities, we must comply with all laws and decrees related to the proper disposal of waste, as well as those related to recycling and conservation and the effective use of resources.

In order to conserve and protect the environment, all laws and regulations aimed at preventing pollution must be complied with, including air, water and soil pollution, including the prevention of noise pollution.



## 4 - COMPLIANCE

All behavior incompatible with this Code of Ethics and Conduct can and should be communicated to the **CEO TRAVEL** Compliance area through the channels below:

- E-mail: [conformidade@ceocorp.com.br](mailto:conformidade@ceocorp.com.br)
- Telefone: 0800-7771060

**CEO TRAVEL** assumes the commitment that all communication will be treated within the law and under absolute secrecy by the competent team



