

Audio Marketing Association (Europe)



CODE OF CONDUCT

Purpose

The Code of Conduct of AMA Europe is designed to guide ethical 'business to customer' conduct for our industry. The guidelines represent sound business practices that will boost customer trust and confidence in doing business with Members. Member participants will be able to demonstrate to the public their commitment to the Code's good business practices by displaying the AMA Europe logo.

The Code contains practical, performance based guidelines, rather than rules for achieving the goals that could interfere with particular business models. While the Code establishes goals for Member's business, it does not dictate how these goals should be reached, leaving those decisions up to the Member. This allows for Members to take advantage of evolving technology and to foster innovations while adhering to principled business practices that provide truthful and accurate information to their customers and high quality, dependable services.

Truthful and Accurate Communications

Members should not engage in deceptive or misleading practices with regard to any aspect of commerce including advertising, marketing, financing or use of their technology.

Disclosure

Members will disclose to their customers and prospective customers information about the business, the goods or services available for purchase and the transaction itself.

Information Practice and Security

Members will adopt information practices that treat customers' personal and confidential information with care. They should define and adhere to a privacy policy based on fair principles, take measures to provide appropriate security, and respect customers' preferences regarding unsolicited communications, including e-mail.

Customer Satisfaction

Members will seek to ensure their customers are satisfied by honouring their representations, answering questions and resolving customer complaints and disputes in a timely and responsive manner.

Member to Member Standards

Any information regarding another Member that was acquired on a committee or the Executive Committee shall be kept confidential and not used for personal gain. Members will not pass off or mislead customers or potential customers, nor sponsor Google Adwords (or similar) in breach of Google's terms of use in respect of other members or the AMA Europe itself.

Subscription Fees

Members must pay their subscription fees promptly.