

# CODE OF CONDUCT



## Message from the CEO

Winning in business is all about “Doing *Right* things *Rightly*”. While identifying “Right things” for the business is a core leadership function, doing things *Rightly* is a shared responsibility of all the employees – and this is the core objective of this document.

Doing things right is one of our most important values at Foresight Research. We work hard every day to provide services to our clients that help them win in the marketplace.

We are clear about what we mean when we talk about doing things right. Not only does it mean that we provide information that is accurate, unbiased, fairly priced and of exceptional quality, but it also means that every step we take in making this information available is taken with ethics and integrity in mind.

Doing things right is not an option at Foresight Research. Working here means making a commitment to uphold the company values and following the code of conduct outlined in this document. Thank you for upholding our values and helping us to be an ethical and law abiding company.

Warm regards,



Muhammad Zubair  
CEO  
Foresight Research (Pvt.) Ltd.

## 1. INTRODUCTION

### 1.1 Persons to Whom the Code Applies

The Code of Conduct applies to:

1. All Foresight Research employees, &
2. All people who while are not on full time employment, but are working with Foresight Research on temporary basis or on an assignment basis.

We uphold this Code and hold each other accountable to it.

### 1.2 Decision Making and the Code of Conduct

We make decisions and take actions based on the best interests of society, public safety, and the environment.

When making a decision, we ask ourselves the following:

- Is it legal?
- Does it comply with the code?
- Does it reflect our company values and ethics?
- Does it respect the rights of others?
- If unsure about any of the answers, ask.

### 1.3 Reporting/Speaking Up

Foresight Research encourages all employees to ask questions and raise issues without fear of retaliation and is committed to treating reports seriously and investigating them thoroughly.

Employees must report suspected unethical, illegal or suspicious behavior immediately. The company does not tolerate retaliation against anyone who makes a good faith report of suspected misconduct or otherwise assists with an investigation or audit.

To report a concern, you can use any of the following methods:

- Talk to your manager
- Write to: [accounts@foresight.com.pk](mailto:accounts@foresight.com.pk)
- Write to: [muhammad.zubair@foresight.com.pk](mailto:muhammad.zubair@foresight.com.pk)
- Or if you like to report anonymously, then use the website link: <http://foresight.com.pk/contact/>

Employees who report a concern in good faith cannot be subjected to any adverse employment action including:

- Unfair dismissal, demotion or suspension
- Unfair denial of a promotion, transfer or other employment benefit
- Bullying and harassment, either in person or online
- Exclusionary behavior
- Any other behavior that singles out the person unfairly

#### **1.4 Code of Conduct Acknowledgement**

By accepting the offer letter, you confirm that:

- You have read the entire code of conduct and understand your responsibilities related to it.
- You have had the opportunity to ask questions to clarify any unclear aspects of the code.
- You agree to abide by its principles.
- You agree to report to the company any violations of the code.
- You agree to cooperate in any investigations of violations of the code.

## 2.0 RESPECTING EACH OTHER

### 2.1 Equal Opportunity

Foresight Research will not tolerate discrimination based on race, color, religion, gender, age, national origin, sexual orientation, marital status, disability or any other protected class.

### 2.2 Harassment

Treat all fellow employees, customers, business partners and other stakeholders with dignity and respect at all times.

Any type of harassment, including physical, sexual, verbal or other, is prohibited and can result in disciplinary action up to, and including, termination.

Harassment can include actions, language, written words or objects that create an intimidating or hostile work environment, such as:

- Yelling at or humiliating someone
- Physical violence or intimidation
- Unwanted sexual advances, invitations or comments
- Visual displays such as derogatory or sexually-oriented pictures or gestures
- Physical conduct including assault or unwanted touching
- Spreading malicious rumor or gossip
- Excluding or isolating someone socially
- Establishing impossible deliverables
- Withholding necessary information or purposefully giving the wrong information
- Intimidating someone
- Constantly changing work guidelines
- Sending offensive jokes or emails
- Criticizing or belittling someone constantly

## 3.0 ETHICS IN BUSINESS ACTIVITIES

### 3.1 Conflicts of Interest

A conflict of interest can occur when an employee's personal activities, investments or associations compromises their judgment or ability to act in the company's best interests. Employees should avoid the types of situations that can give rise to conflicts of interest.

It's important for employees to disclose any relationships, associations or activities that could create actual, potential, or even perceived, conflict of interest to their manager and to Accounts Department in writing.

### 3.2 Gifts and Entertainment

While gifts and entertainment among business associates can be appropriate ways to strengthen ties and build goodwill, they also have the potential to create the perception that business decisions are influenced by them. The company is committed to winning business only on the merits of its products, services and people and complies with all legal requirements for giving and receiving gifts and entertainment.

Employees are to:

- Use sound judgment and comply with the law, regarding gifts and other benefits
- Never allow gifts, entertainment or other personal benefits to influence decisions or undermine the integrity of business relationships
- Never accept gifts or entertainment that are illegal, immoral or would reflect negatively on the company
- Never accept cash, cash equivalents, stocks or other securities

Employees may accept occasional unsolicited personal gifts of nominal value such as promotional items and may provide the same to customers and business partners.

When in doubt, employees should check with their line manager before giving or receiving anything of value.

### 3.3 Political Activities

The company does not make political contributions.

Employees are free to support any political party or entity on a personal level. However this must be kept separate from company business.

### 3.4 Bribery and Facilitation Payments

The company will not attempt to influence the judgment or behavior of a person in a position of trust by paying a bribe or kickback. This applies to persons in government and in private business.

The company does not permit facilitation payments to government officials or private business in order to secure or speed up routine actions.

Employees are to:

- Select third parties carefully and monitor them continuously to ensure they comply with the company's anti-bribery policies
- Keep accurate books and records at all times and monitor that funds are not being used for bribery or facilitation payments
- Refuse any offer or request for an unlawful payment and report the incident to the company's ethics and compliance officer

### 3.5 Use of Social Media

The company respects the right of employees to use social media for personal and professional purposes.

Employees are responsible for complying with company policies and procedures when communicating on social media. Employees are accountable for any information they publish online.

Employees are required to:

- Reveal their relationship with the company when commenting online on issues related to the company
- Respect the privacy of other employees and refrain from publishing photos of them without their consent
- Ensure any information they post related to the company is accurate
- Comply with the rules of the social media sites they use

Employees must not:

- "Pretext", or pretend to be someone they are not online
- Speak on behalf of the company if they are not expressly authorized to do so
- Share confidential information about the company, its clients, stakeholders or suppliers
- Post comments or pictures that could harm the company's brand, reputation or commercial interests

## 4.0 Committed to Our Customers and Our Suppliers

### 4.1 Fair Dealings

- We accept only those assignments that are consistent with our background, experience, skills, and qualifications.
- We fulfill the commitments that we undertake – we do what we say we will do. When we make errors or omissions, we take ownership and make corrections promptly.
- We accept accountability for any issues resulting from our errors or omissions and any resulting consequences.

### 4.2 Privacy

The company complies with the requirements of the country's and international privacy laws.

The company and its employees do not disclose any private, personal information of:

- Employees
- Customers
- Suppliers
- Competitors
- Third parties

Employees store all personal information securely, mark it as confidential and store it only for as long as it is needed for the purpose for which it was collected.

When providing personal information, employees limit access to only those with a clear business need for the information.

Employees are required to report any breaches of privacy, including the loss, theft of or unauthorized access to personal information, to their manager.



### 4.3 Confidentiality

The company and its employees maintain the confidentiality of all proprietary information. Proprietary information includes all non-public information that might be harmful to the company and its customers and business partners if disclosed.

Confidential information can include:

- Customer lists
- Supplier lists
- Pricing information
- Terms of contracts
- Company policies and procedures
- Financial statements
- Marketing plans and strategies
- Trade secrets
- Any other information that could damage the company or its customers or suppliers if it was disclosed.



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