

Itchy Feet Digital Sustainability, Governance and Ethics Policy Statement

Introduction

The purpose of this Code of Ethics is to act as a guide for the Itchy Feet Digital team to operate in a professional, ethical manner. It recognises our responsibilities to act intelligently, ethically, compassionately and sustainably within our business, and provides a framework for how we connect with our clients, partners, friends and the outside world.

General Principals

We're on a mission to be a truly ethical production agency. We believe that all organisations have a responsibility to understand how their actions effect society and the world we live in.

In 2021 our resolution is to put our ethical code at the heart of our business and hold ourselves to the highest standards.

The company and its employees will at all times demonstrate the highest levels of integrity, truthfulness and honesty in order to uphold both personal and corporate reputations and to inspire confidence and trust in their respective actions.

The company will conduct its business in a competent, fair, impartial and efficient manner.

The Purpose and values of our business

Itchy Feet Digital believes in using our business as a force for good, and we try to do our bit through making videos that spark positive social change.

Our objective is to understand our clients communication challenges and to deliver them successful video solutions with a positive experience for all.

We do this by creating videos that tell their story and execute it through careful research and responsible strategy followed by clear goals and project outcomes.

Our values underpin the work we do, the clients we seek and the challenges we address. We realise we have a responsibility to ensure that our services are not used for unethical purposes or extremist propaganda.

Wherever possible we will use our skills and services to promote our values and ethics and support organisations that share them. Because being nice is good for everyone's business.

Employees

Without employees or contractors, Itchy Feet Digital is a bunch of computers, media and equipment. Our employees make our organisation what it is.

We commit to nurturing the talent, health, happiness and skills of our employees. And in return we ask that our team respect each other, our clients and partners. All employees are treated with dignity and respect.

We strive to honour the diversity of our staff and to promote their ideas, work and aspirations. We seek to create an environment in which the skills and talents of each employee are best used to help us achieve our overarching goals.

Discrimination, of any kind, is not consistent with our mission and values, and it will not be tolerated. We welcome and support people of all backgrounds and identities. This includes, but is not limited to members of any sexual orientation, gender identity and expression, race, ethnicity, culture, national origin, social and economic class, educational level, and mental and physical ability.

We offer employees a safe and healthy workplace and the company will not tolerate any form of harassment.

Environment

Itchy Feet Digital is passionate about protecting the environment we live in, the need to protect it and to minimise the impact our organisation has on it.

It is engaged in a continuous programme of improvement on environmental issues and opens itself to independent third party verification, inspection, and certification of its progress.

Our clients

Our clients exchange their financial and human resources for our services and products and trust us to be honest and clear in our communications, as well as we provide products and services on time and in a professional manner.

We expect that all employees will treat clients courteously and kindly. And, when issues do arise, we expect these to be addressed fairly and appropriately. We believe in fair pricing and in honouring agreements in good faith.

We will do our best to send timely invoices and we expect to be paid by clients in a timely manner as well. We believe in quick and measured resolution should any disputes arise,.