

Cognitiv Members' Charter

Overview

Organisations and individuals who are members of Cognitiv agree to abide by our member's charter.

- Members can display the Cognitiv logo as a mark of commitment to collaboration and the representation and promotion of CDIT;
- The Cognitiv committee will be responsible for administering the charter;
- The committee will respond only if and when alerted to a breach of the code of practice. It will not monitor members' activities for breaches of the code.
- The code may be altered by simple majority by the members of the Cognitiv membership in a general meeting.
- Members will comply with legislation within England & Wales, for example Data Protection, Equal Opportunities and so on.

Terms used in this document

Committee refers to the Committee of the Cognitiv industry group.

Member refers to a member of Cognitiv who has paid the relevant subscription fee.

Customer / client refers to the customer / client of a member.

Published Material refers to information in any form, provided or accepted by the member for publication on the Internet or through other collateral.

Third Party Content means material accessible using Internet digital facilities provided by or operated by a member, which originates from a third party

Aims of the Charter

Cognitiv represents a wide range of members, each with differing interests in addition to the interests of their clients. A code of conduct aims to balance the interests of all these parties.

The code also bring benefits by providing guidance to members as to what may and may not be considered acceptable by their fellow members and other parties concerned.

It is important to the integrity of Cognitiv and ultimately the industry within which we operate, that members conduct themselves in an appropriate manner and in adherence with a set of common core values.

Obligations

Members are required to meet the following expectations – to demonstrate:

- Respect and consideration for others at all times and ensure. Any forms of discrimination or harassment are unacceptable;
- Integrity and honesty. Members should act morally, ethically and honourably;
- Openness and accountability. Members are responsible for their actions and should ensure transparency;
- Discretion. Members should respect confidentiality at all times and show prudence and self-restraint in the way they communicate; and
- Common sense. Members are expected to exercise sound, rational judgement.

Fair & Local Trading

Members are expected to act fairly and reasonably at all times towards people and organisations they trade with.

In associating with Cognitiv, members must, upon request, use reasonable means to bring to the attention of their customers, clients and suppliers, the existence of the members' charter.

Members must use all reasonable endeavours to ensure that promotional materials comply with the provisions of the British Codes of Advertising and Sales Promotion which are supervised by the Advertising Standards Authority.

In line with our promotion of CDIT in Wakefield, members will commit to support of the local area and procure within the district where possible.

Employees

Members must act fairly and reasonably towards their employees. They should inform their employees about Cognitiv and this code.

Media Attention

If contacted by the media on an issue concerning Cognitiv, members should remember that that they are not obliged to respond. If they wish to respond they should always state that they cannot and do not speak on behalf of Cognitiv. Members should direct all enquiries regarding Cognitiv to the current Chair of the Committee.

Best Practice

Cognitiv recommends that members adhere to the following best practice guidelines:

- Members are encouraged to promote Cognitiv in their business activities to business contacts and customers. This would include incorporating the Cognitiv logo and link to the website where appropriate;
- Members should take all reasonable steps to minimize the impact that their business activities have on the environment;
- Members should endeavour to ensure that published material on websites conforms to best practice guidelines for accessibility and modern standards, including relevant W3C guidelines;
- Members should take a proactive approach to protecting their businesses and systems from online threats such as viruses and malware;
- Members should have appropriate insurance in place to protect themselves and customers.

Breach of the charter

If a member of Cognitiv is reported to have breached the charter, and this is verified by the committee, the committee may:

- Require the member to remedy the breach; and/or
- Require an assurance from the member, or any associated individual, relating to future behaviour, in terms dictated by the Committee; and/or
- Suspend the member from Cognitiv without any reimbursement of membership fees in whole or in part until such time as the Committee is satisfied that the member has taken adequate steps to ensure that the breach is not repeated; and/or
- Convene an Extraordinary General Meeting of Cognitiv for the purpose of considering a resolution for the expulsion of the member.