

InBold

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Code of Conduct

for Suppliers

2026 Version

Applies globally across all InBold operations



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1. Purpose

InBold creates stories others want to share. The integrity of those stories — and of our agency — depends not only on how we work, but on how our partners work alongside us.

This Code sets out the standards we expect from every supplier, freelancer, production partner, sub-contractor, and vendor engaged by InBold, regardless of jurisdiction. It applies equally across our operations in Denmark, Sweden, Norway, Vietnam, and any other market in which we operate.

The principles below are guided by international standards — including the UN Guiding Principles on Business and Human Rights and The International Labour Organization core conventions — and apply alongside, not instead of, the laws of each country in which our suppliers operate.

2. Human Rights and Labor

Suppliers shall respect internationally recognized human rights and uphold fair labor standards in all their operations. This includes:

- No use of child labor, forced labor, bonded labor, or any form of modern slavery.
- Freedom of association and the right to collective bargaining, in line with applicable law.
- No discrimination based on gender, age, ethnicity, religion, disability, sexual orientation, or any other factor unrelated to a person's professional abilities.
- Safe and healthy working conditions for all workers.
- Fair wages and working hours that comply with applicable local law and industry standards.
- Zero tolerance for harassment, intimidation, or abuse in the workplace.

3. Anti-Corruption and Fair Business

Suppliers shall conduct business with integrity and comply with all applicable anti-corruption and competition laws in the markets where they operate.

- No bribery, kickbacks, or facilitation payments — offered, accepted, or tolerated — in any form.

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- Gifts and hospitality must be modest, transparent, and never intended to influence business decisions.
- Conflicts of interest involving InBold staff or InBold clients must be disclosed proactively.
- Fair competition: no price-fixing, bid-rigging, or anti-competitive arrangements.

4. Data Protection and Confidentiality

Suppliers handling personal data on behalf of InBold or our clients must comply with all applicable data protection laws, including the EU GDPR for European data and Vietnam's Personal Data Protection Decree (and any successor legislation) for data processed in Vietnam.

- Personal and client-confidential information must be protected with appropriate technical and organizational measures.
- Confidential information about InBold, our clients, or our work must not be shared, published, or used for any purpose beyond the agreed engagement.
- AI tools and third-party services must not be used in ways that expose InBold or client data without InBold's prior knowledge and approval.
- Data breaches or suspected breaches must be reported to InBold without undue delay.

5. Environmental Responsibility

Suppliers shall comply with applicable environmental laws and continuously work to reduce the environmental impact of their operations.

- Minimize waste, energy use, and emissions where reasonably possible.
- Source materials responsibly and avoid practices that cause unnecessary environmental harm.
- Where relevant to the work delivered, support InBold's sustainability commitments and provide accurate information that allows our clients to meet their own reporting obligations.

6. Quality, Transparency, and Honest Communication

InBold's reputation depends on the quality and integrity of every contribution to our work. Suppliers shall:

- Deliver what was agreed, to the standard agreed, within the timeframe agreed.
- Communicate openly and flag issues, delays, or risks as early as possible.

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- Represent capabilities, deliverables, qualifications, and results truthfully — no inflated claims, fabricated metrics, or undisclosed sub-contracting.
- Respect intellectual property rights and disclose the use of AI-generated content, stock material, or third-party assets where relevant.

7. Speak Up

If you become aware of behavior — by InBold, by another supplier, or within your own organization in connection with InBold work — that may breach this Code or applicable law, we want to hear about it.

Concerns can be raised confidentially through InBold's whistleblower channel at inbold.trusty.report. Reports are handled in line with applicable whistleblower protection rules, and we do not tolerate retaliation against anyone raising a concern in good faith.

8. Working Together

By working with InBold, suppliers acknowledge these principles and commit to operating in alignment with them. We expect suppliers to apply equivalent standards in their own supply chains.

InBold reserves the right to review supplier alignment with this Code where relevant to the work performed. Material breaches may affect the commercial relationship, up to and including termination.

This Code is reviewed periodically and may be updated to reflect changes in law, regulation, and InBold's own commitments. The current version is always available on request.