

BUSINESS ETHICS STANDARDS

An ethical brand acts with integrity, responsibility, honesty, respect and accountability.

Although the North American Packgoat Association does not endorse any particular business, NAPgA does allow certain businesses to advertise on its website. Advertisements placed on NAPgA's website are allowed at the sole discretion of NAPgA. The right to advertise on NAPgA's website may be granted as a benefit to members who join NAPgA at certain membership levels or by paying an advertising fee to NAPgA. NAPgA acknowledges that Member and Non-Member consumers are likely to believe the integrity and reputation of businesses advertising on NAPgA's website are, in whole or in part, representative of the integrity and reputation of NAPgA as an organization. With this in mind, businesses advertising on NAPgA's website are required to adhere to the following Business Ethics standards.

- **Leadership & Accountability:** Hold yourself and others in your organization responsible for their actions. Ethical advertising is about truth, fairness, and equity in messaging and consumer experience while increasing sales and generating more brand awareness.
- **Integrity & Honesty:** Incorporate the principles of honesty, trustworthiness, and reliability into your business practices. Partial truths, omissions, and under or overstating doesn't help a business improve its performance. Bad news should be communicated and received in the same manner as good news so that solutions can be developed.
- **Respect for laws:** Ethical leadership should include enforcing all local, state, and federal laws. If there is a legal grey area, leaders should err on the side of legality rather than exploiting a gap.
- **Fairness & Positivity:** If a practice or behavior would make you feel uncomfortable or places personal or corporate benefit in front of equality, common courtesy, and respect, it is likely not fair. By focusing on your company's advantages, you will be perceived as someone who handles the competition by outperforming them. This attitude also helps promote an overall healthy competitive environment that is good for business and customers alike. Help the consumer make an educated decision.