

Code of Conduct Founders Groups

Founders Alliance purpose, goals and code of conduct

Purpose

Founders Alliance's purpose is to develop more large (medium-sized and large) sustainable companies started and owned by founders and through them generate a positive impact on society.

More specifically the purpose of Founders Groups is for successful founders to meet to help each other become even more successful through new, deep and long-term relationships that inspire, develop and enable more and better business. The members must contribute with a high and active presence at the meetings and a genuine desire to help each other both at the meetings and in between.

Objectives

Founders Alliance's overall objective is to create maximum membership benefits for Founders Alliance members.

Code of Conduct

All members must undertake the following:

- At least 75% attendance at the Founders Conferences decided by its Founders Group annually (minimum 3 out of 4 each year).
- 100% "presence" and focus on contributing to the group at the Founders Group meetings.
- Do not one sided and directly sell to another member, as long as that member has not expressed an interest in buying.
- The member's company must follow Founders Alliance general ethical guidelines and general legislation, **see appendix 1**.
- Complete confidentiality applies to the information you have access to in the groups.

Anyone who violates the code of conduct can be excluded from Founders Alliance. In that case, such a decision is made by Founders Alliance management with advice by the Group Leaders council.

Appendix 1: Founders Alliance general ethical guidelines and general legislation

Membership Terms.

The member assures she or he has the ambition to grow as an entrepreneur and / or as a company in the exchange with other founders that are members in Founders Alliance. The membership is personal and connected to the person, not to the company.

Payment terms.

The membership invoice is sent out once a year and must be paid within 30 days. The membership fee is to be regarded as a service fee and is thus deductible.

Contract period.

Membership continues on a 12 month basis and is automatically renewed. If the agreement is not terminated no later than three (3) months before the end of the agreement period, the agreement is extended by twelve months at a time with the same notice period.

Rules of conduct.

The member undertakes to behave in accordance with the Founders Alliance's values and policy according to a separately attached document. As a member, you are responsible for being active in your membership, as is the Founders Alliance. The member is expected to both give and take to develop their own entrepreneurship. Personal and company information.

Personal information

Founders Alliance owns the right to process personal data in accordance with GDPR *. The member accepts that Founders Alliance uses certain customer information to be able to deliver a higher membership value for example. agencies, theme tables, etc. Founders Alliance may use some of the member information for statistical purposes. In these cases, the information is deidentified and cannot be traced to the company or person. All information about the member is available to the member. See the Founders Alliance Personal Data Policy for more information on the processing of personal data.

Liability issues and suspension issues.

Founders Alliance reserves the right to exclude members who do not follow the guidelines or otherwise abuse the network, or its name. The Founders Alliance Board of Directors issues a warning in these cases before a member is expelled. Offensive, discriminatory or otherwise inappropriate information created in the network will be removed.

Other points.

Founders Alliance reserves the right to make changes to the content of the membership, such as the format and number of events and full booking of the events.

Amendment of the general terms and conditions.

Founders Alliance reserves the right to change these Terms and Conditions.

Dispute.

The parties should try to resolve disputes concerning the interpretation or application of the agreement through negotiations. If the parties cannot agree, the dispute can be tried by the General Complaints Board or by a general court.

Founders Alliance values and corporate governance policy.

Corporate Governance regulates the direct and indirect control of and decision-making in Founders Alliance. The company shall strive for high quality, long-term perspective and learning between colleagues and members. The Founders Alliance must be characterized by fundamental ethical values such as

transparency, humility and mutual support between colleagues. Discrimination based on gender, origin, disability, sexual orientation or other similar grounds is strictly prohibited. Employees must create an open workplace based on humility in the face of challenges, stress and conflicts. For the Founders Alliance, legal and moral social responsibility is a natural commitment. The members of the Founders Alliance are therefore considered to be responsible for their business and the consequences thereof. Our members are ambassadors for the Founders Alliance and are behind these values and policies for social responsibility.

* **The General Data Protection Regulation** (Regulation (EU) No 2016/679 of the European Parliament and of the Council), abbreviated GDPR (General Data Protection Regulation) is a new EU regulation that will enter into force throughout the EU on 25 May 2018. The GDPR replaces the Swedish Personal Data Act. 2 Some activities. We do not accept members whose turnover emanates from the pornography and weapons industries. Founders Alliance reserves the right to seek further information about applicant members if there are reasons to do so. Mutual relationships between members. Our benchmarks are that our members should give each other mutual support and show openness and humility. Our members have a sense of responsibility and deliver quality products / services. We advocate learning between members as well as a commitment to Founders Alliance building. The information you receive in connection with network meetings of the Founders Alliance concerning members' companies, challenges, and is of a personal nature may not be disseminated or used without consent. Sales and market-related information is not permitted to be sent to members without Founders Alliance approval.