



Code of Ethics and Conduct

Diversity and Inclusion Policy

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I. INTRODUCTION

I.1 Objective

The objective of this Code of Ethics and Conduct is to reinforce Woof's values and ethical commitment, its organizational DNA, and the principles that guide the conduct of its activities and the behavior of its employees and partners of any nature.

The ethical commitment focused on the well-being of our internal and external audiences and all animals is the main pillar of Woof's organizational culture. This commitment permeates all operational and non-operational activities. It is essential in building an organization capable of fulfilling its mission, based on its values, and in forming a more just and supportive society. It is expected that all Woof employees and partners act as multipliers of this ethical commitment and positively influence society.

Woof's Code of Ethics and Conduct aligns with the mission, values, and vision that define the brand's identity. Together, these elements reinforce its positioning and commitment to excellence in personal and animal well-being. The aim of this Code is to be a living document present in Woof's daily life and to permeate all its activities.

I.2 Recipients

This Code of Ethics and Conduct must be observed by all directors, managers, employees, contractors, trainees, interns, partners, subcontractors, and suppliers. All these recipients must use the provisions set forth in this Code as an ethical and conduct reference to be observed in their relationship with Woof and in the conduct of any activities related to Woof in any way.

I.3 Mission

To help promote the well-being and quality of life of all animals.

I.4 Vision

To be recognized, always through a high ethical standard and excellence in all processes, as a reference:

- in animal welfare,
- in convenience in the purchase of products
- in hiring services with quality and safety for pets,
- in generating quality information and content about pets,
- in creating solutions focused on the quality of customer experience,
- in the competitiveness of pet shops, suppliers, and distributors, and
- in generating intelligence through technological innovation with a view to contributing to the improvement of the industry.

II. CULTURE: INSTITUTIONAL VALUES EXPECTED FROM ALL RECIPIENTS OF THIS CODE

- Be driven by ethics directed at continual improvement.
- Celebrate diversity. Learn from your peers and share your best with everyone.
- Be real. Engage with your peers and our users in a meaningful way.
- Don't assume. Don't assume. Deeply understand a matter before reaching conclusions
- Help and connect with our users and their pets. They are the reason we exist.
- Be Woof 24/7. You are a Woof ambassador.
- Be passionate about what you do. There is not much left without a meaningful drive.
- Have the right motivation. You should not be here for any reason other than helping our users.

- Lead by example and by helping others. Not by orders.
- Be clear and concise. Time is the most valuable resource.
- Empathize. Ensuring your team's welfare is key.
- Have and demonstrate respect for each person in the organization.
- Take full ownership of what you do. You are Woof.
- Be proud. You are the key to the creation of the best pet platform in the globe.
- Be deeply committed to learning and teaching.
- Be fair, no more nor less.
- Be kind and foster a healthy environment. Promote internal communication.
- Promote non-violent communication.
- Be responsible with your peers and our community.
- Disagree. And allow others to disagree. The best idea should always thrive.
- Be flexible, but be assertive.
- Be willing to run the extra mile for Woof and our community.
- Take care of yourself and your well-being, especially under pressure.
- Have and prize loyalty.
- Use positive language and have a positive attitude.
- Celebrate victories and setbacks. Learn from your mistakes.
- Go green. Reuse, reduce and recycle.
- Innovate. Continuously.
- Deeply care about problems. And be ready to create solutions.
- Be proactive. Don't be afraid to seek alternative paths.
- Smile and have fun!

III. CONDUCT STANDARDS IN RELATIONSHIPS

III.1 With internal public.

The conduct standard with the internal public that are common to all recipients of this Code are:

- a. To take care of the internal assets and material resources provided, using them correctly, legally, and primarily for tasks that meet Woof's needs.

b. To use resources such as water, energy, paper, and other materials with citizenship and without waste, acting with social and environmental responsibility.

c. To show up for any work commitment at the established time, prepared to meet expectations with a positive attitude and posture.

d. To obtain prior authorization to be absent from work, regardless of the purpose.

e. To observe all institutional values reflected in the organizational culture in carrying out their activities.

f. The following are common conduct standards for all recipients in leadership positions to be observed:

i. To act with the responsibility that the position confers.

ii. To know and disseminate, including through their own attitudes, the values and principles contained in this Code.

iii. To express themselves impartially and based on principles contained in this Code regarding professional postures deemed inappropriate.

III.2 With the external public.

III.2.1. With clients:

a. To observe all institutional values reflected in the organizational culture in carrying out their activities with clients.

III.2.2. With business partners, contractors, suppliers, and distributors.

a. Ensure the confidentiality of all information and protect the organization's intellectual property.

b. Act with loyalty and honesty in any negotiation, always in the best interest of the organization.

c. Report and abstain from participating in any negotiation in which there may be a conflicting interest with that of the organization.

d. Select commercial partners and suppliers using transparent, fair, and objective criteria that consider technical compliance, performance, quality, warranty conditions, among others, so as not to characterize any kind of favoritism, putting the integrity of the relationships in doubt.

e. Reject and report internally if it is noticed that a partner or contractor is violating current legal provisions or engaging in illicit practices, such as fraud, bribery, corruption, slave or child labor, in the conduct of their activities with the organization.

IV. MANAGEMENT

All recipients of this Code have the duty to observe and report any violations to the provisions listed herein. In particular, it is the responsibility of Woof's leadership to ensure that the institutional values reflected in the organization's culture are observed on a day-to-day basis in order to prevent violations of this Code and ensure organizational integrity.

IV.I. Ethics and Conduct Committee

Woof has an ethics committee established by the presidency and composed of the presidency, the financial director, a representative of the employees, and the organization's people leader, which is responsible for receiving and addressing any and all violations of this Code, as well as keeping this Code updated and alive in Woof's day-to-day operations.

IV.II. Questions or Complaints

Any questions or complaints should be communicated to the people leader, who shall instruct the question or complaint, protecting the anonymity and confidentiality of information to protect the requester or complainant.

V. VALIDITY, APPLICATION, DECLARATION OF AGREEMENT, AND COMMITMENT OF RECIPIENTS

This Code of Ethics and Conduct is in full force and effect, and has an indefinite validity. It applies to all recipients, who, by virtue of their relationship with Woof, declare that they have knowledge of its contents available on the organization's portal and undertake to fully observe it, as well as to assist in its dissemination to the internal and external public of the organization.

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