

Code of Conduct Policy

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Introduction

The WeProtect Global Alliance (WPGA) is committed to maintaining the highest standards of integrity, professionalism, and ethical behaviour in all aspects of its work. As an international organisation working to prevent and respond to technology-facilitated child sexual exploitation and abuse, upholding ethical conduct and lawful practice is essential to achieving our mission and maintaining public confidence.

This Code of Conduct sets out the standards of behaviour expected of all individuals representing WPGA. It provides a framework to guide ethical decision-making, promote accountability, and ensure that all activities are conducted in a manner consistent with the organisation’s values and mission.

Adherence to this Code helps ensure that WPGA operates in a responsible, respectful, and transparent manner in all of its engagements.

The policy will be published on the WPGA website to ensure public accessibility.

Scope

This Code of Conduct applies to all individuals acting on behalf of or representing the WeProtect Global Alliance including employees, Board members, consultants and contractors, interns and volunteers. The code also applies to members participating in WPGA governance bodies or working groups and any other individuals formally representing WPGA in meetings, events, partnerships, or communications. The standards

are expected to be maintained both within and outside of the place of work and working hours.

All individuals within the scope of this policy are expected to read, understand, and comply with this Code while performing duties or representing WPGA. The Code of Conduct will also be referenced in contracts with employees, consultants, suppliers and sub-contractors.

Core Principles

Individuals representing WPGA are expected to uphold the following principles:

- **Integrity:** Act honestly, ethically, and responsibly in all professional activities. Avoid behaviour that could damage the reputation or credibility of WPGA.
- **Respect:** Treat all individuals with dignity, fairness, and respect, regardless of background, identity, or position.
- **Accountability:** Take responsibility for actions and decisions and comply with applicable laws, regulations, and organisational policies.
- **Transparency:** Conduct activities in an open and transparent manner and avoid conflicts of interest.
- **Safeguarding and Protection:** Promote the safety and wellbeing of children and vulnerable individuals in all aspects of WPGA's work.

Expected Standards of Conduct

Individuals representing WPGA must:

- Act in the best interests of the organisation and its mission.
- Conduct themselves in a professional and respectful manner at all times.
- Comply with applicable laws, regulations and WPGA policies detailing expected standards in areas such as, but not limited to, safeguarding, financial conduct and conflict of interest.
- Maintain the confidentiality of sensitive or non-public information.
- Avoid conflicts between personal interests and organisational responsibilities.
- Use organisational resources responsibly and only for legitimate purposes.
- Represent WPGA accurately and responsibly in public forums, meetings, and communications.
- Respect cultural differences and act inclusively in international contexts.

Conflicts of Interest

Individuals must avoid situations where personal, financial, or other interests could conflict or appear to conflict with the interests of WPGA. Any actual, potential, or perceived conflicts of interest must be disclosed promptly to the appropriate authority within the organisation, such as a line manager, the Executive Director, or the Chair of the Board. Further details can be found in the Conflict-of-Interest Policy.

Respectful and Safe Working Environment

WPGA is committed to providing a professional environment free from all forms of harassment, sexual harassment discrimination, bullying, or intimidation.

Individuals representing the organisation must:

- Treat colleagues, partners, and stakeholders with courtesy and respect
- Avoid behaviour that could create a hostile or unsafe environment
- Comply with relevant safeguarding and workplace policies

Any behaviour that undermines a respectful workplace will not be tolerated.

Confidentiality and Information Protection

Individuals may have access to confidential or sensitive information relating to the organisation, its members, partners, or operations. Such information must:

- Only be used for legitimate organisational purposes
- Not be disclosed to unauthorised parties
- Be handled in accordance with WPGA policies and applicable data protection laws. Confidentiality obligations continue even after an individual's role with WPGA has ended

Reporting Concerns

Individuals are encouraged to raise concerns if they believe that conduct may violate this Code or other WPGA policies. Contacts for reporting concerns are provided in Appendix A. Concerns may also be reported through the organisation's Whistleblowing procedure as set out in the Whistleblowing Policy which is published on the WPGA website.

Reports made in good faith will be treated seriously and handled confidentially.

Code of Conduct Breaches

All individuals covered by this policy are responsible for complying with this Code of Conduct.

Failure to adhere to the Code may result in appropriate action, which could include:

- Informal or formal warnings
- Removal from roles or responsibilities
- Termination of employment or contractual arrangements (e.g. consultant, supplier, partner or sub-contractor)
- Other appropriate measures depending on the circumstances such as reporting to regulatory authorities in relation to potential criminal activity.

For employees and individuals engaged through an international Employer of Record (EOR), see the Disciplinary Policy and Procedure for further details.

Review

Version No.	Approved by	Owner	Approved by date	Date last updated	Review date	Review frequency	Next review date
1.1	Director of Operations and Finance	Deputy Head of Operations and Finance	April 2026	n/a	n/a	Every two years	April 2028

Appendix A – Reporting Contacts

This section is included in the full version which is available to internal employees and volunteers at WPGA.