



## Suppliers Code of Practise

Version 09/10/06

The code refers to the provider of digital marketing communication products and services as suppliers. This will include new media/design/film companies and individuals involved in the production process. The code refers to those persons who contract, commission or purchase the digital marketing communications products and services as buyers.

### a) Business Conduct – Fair Dealings

- i. Accredited suppliers will make every endeavour to ensure that their business conducts its affairs in a professional manner and, in so doing, avoids behaviour that could bring Digital Markets, Cornwall Film, Cornwall Media Focus, Digital Peninsula Network (DPN), their memberships, or the industry, into disrepute.
- ii. Accredited suppliers will conduct their business on sound, ethical principles and make every endeavour to trade fairly and honestly with buyers, suppliers and employees.
- iii. In all dealings with buyers, suppliers will be transparent and clear about the cost of the project and their ability to deliver on time within the constraint of the project. Accredited suppliers must be committed to working in collaboration with other accredited suppliers at the request of the buyer or the Digital Markets Project Manager.
- iv. Accredited suppliers must inform buyers and the Digital Markets Project Manager immediately if there is any potential delay or unforeseen cost increases or if the project is going over budget.

### b) Business Representation

- i. Accredited suppliers will strive to ensure that their marketing communications to potential buyers are clear and unambiguous.
- ii. Accredited suppliers should not knowingly make misleading statements (in speech or writing) concerning the definition of their deliverable services or the benefits that buyers may derive from them.
- iii. As a fundamental part of best practise, all accredited suppliers should clearly identify quantifiable services related to actual prices, within a written quotation for all work.

**c) Pitching Practise**

- i. When accredited suppliers present work to the buyer, they must make clear where any work shown as part of the presentation, has not been produced by them or their company.
- ii. There should be the minimum of disparity between the pitching team and the production team.
- iii. Accredited suppliers should provide reasonable access, where required, to previous buyers for whom they have worked and give appropriate references (a minimum of two references must be made available on request).

**d) Budget, Contract, Feedback.**

- i. Accredited suppliers must ensure that buyers and the Digital Markets Project Manager are fully aware of the key stages in the production process.
- ii. At the start of the project, buyers and the Digital Markets Project Manager must be made fully aware of what changes they can make to the project for the agreed budget and what charges they will incur if there are additional changes requested over and above those initially agreed.

**e) Copyright, Decency and Lawfulness**

- i. Accredited suppliers will indemnify buyers against any third party intellectual property rights liability arising from materials (in any format) provided to the buyer. No supplier should knowingly provide material in any medium whatsoever whose use would infringe copyright.
- ii. All accredited suppliers must ensure that marketing collateral (digital or printed matter) for their business or person is produced in accordance with the following criteria:
  - a) No materials (in text, graphic, audio or streaming media formats) are produced that violate the copyright or other intellectual property rights of another party.
  - b) No materials are produced which either promote illegal activities or provide information about illegal activities that is suggestive, influential or instructional.
  - c) No materials (in text, graphic, audio or streaming media formats) are produced which are obscene or pornographic in content.
  - d) No materials (in text, graphic, audio or streaming media formats) are produced that are offensive, profane, hateful, threatening, harmful, defamatory, libellous, harassing or



discriminatory on the basis of race, ethnicity, religion, creed, sexual orientation, gender, disability or age.

**f) Feedback and reporting**

- i. During the production of funded projects:
  - a) All accredited suppliers will be required to complete short timesheets illustrating the number of local crew employed at the end of each job and to provide follow up info on jobs and turnover for the next three years

**g) The Environment:**

- i. All accredited suppliers will encourage applicants to explicitly address environmental issues and opportunities in the development and production of their project. This doesn't mean that the project's subject matter must be environmental, but accredited suppliers will ensure their actions are positive and that they leave locations as when they arrived. Free advice on these matters is available for accredited suppliers and buyers from the Objective One Partnership Office on 01872 241379.

**8) Equal opportunities:**

- i. Accredited suppliers will be committed to developing a culture in which individuals are treated openly and fairly with dignity and respect. They will provide a working environment which is free from discrimination and any form of harassment.

**9) Commitment to growing Cornwall resident talent:**

All accredited suppliers agree to:

- i. Work collaboratively with other accredited suppliers
- ii. Be transparent about their skill set and be willing to act as a mentor to a less experienced accredited supplier.
- iii. At the request of a buyer mentor less experienced accredited in order to deliver cost effective marketing projects.
- iv. Be transparent about their skill set and be willing deliver low budget projects alone in order to grow skills.



- v. Use media students from University College Falmouth to deliver the projects so that they may gain work experience. Digital Markets will liaise with accredited suppliers, buyers and University College Falmouth to provide work placements for students where appropriate.

#### **10) Data Protection:**

- i. All information supplied by accredited suppliers will be processed by, or for Cornwall Film. Cornwall Film will hold the information you give us on computer and use it for statistical purposes. We may provide copies of the information to individuals; organisations that are helping us assess or monitor applications. Cornwall Film may also provide your information to buyers for the purpose of the application process and delivery of funded projects.
- ii. In accordance with the requirements of the Data Protection Act 1998, all accredited suppliers must give their consent to be contacted by post, telephone, fax, or e-mail for a range of purposes by Cornwall Film, buyers and the partners of Digital Markets funding scheme. You will be required to provide up to date contact details when you register to become an accredited supplier.
- iii. You have the right to access your personal records held by Cornwall Film. If you wish access please write to the above address, stating your full name and address. On receiving the request, we will respond to you in writing within 40 working days.
- iv. All accredited suppliers agree to deliver all Digital Markets projects in accordance with the requirements of the Data Protection Act 1998.
- v. Accredited Suppliers give consent for their Company contact details, Name, Business Address, Telephone, Email and examples of their previous work to be displayed on the Digital Markets website [www.digitalmarkets.org.uk](http://www.digitalmarkets.org.uk).