



Independent Distributors of Electronics Association

## Introduction to IDEA's Code of Ethics

The Independent Distributors of Electronics Association (IDEA) is a non-profit trade association representing high quality and ethically oriented independent distributors of electronic components. The purpose of IDEA is to promote the Independent Distribution Industry through a media advocacy campaign; to improve the quality of products and services through a quality certification program, educational seminars, and conferences; and to promote the study, development, and implementation of techniques and methods designed to improve the business of Independent Distributors.

IDEA works diligently to bring our message to the industry via industry speaking engagements, formal committees as well as informal interaction with industry stakeholders and various media publications. The name and logo for IDEA stands for the highest levels of quality, standards, and professionalism, all of which exemplify our Membership. The following Code of Ethics is designed to become synonymous with the IDEA name and logo and immediately bring to mind its contents whenever the IDEA logo is present. The Code of Ethics' primary objective is to establish a standard to which IDEA Members will be held regarding specific business practices.

Please take the time to review the IDEA Code of Ethics, and we encourage you to post it on your website and at each of your business locations. Our website, [www.IDofEA.org](http://www.IDofEA.org), also proudly posts the IDEA Code of Ethics.

The IDEA Board of Trustees has determined that the following shall be REQUIREMENTS for all Members of IDEA. This Code of Ethics is subject to continual improvement as authorized by the IDEA Board of Directors.

## IDEA Code of Ethics

Membership in the Independent Distributors of Electronics Association (referred to below as IDEA, or the Association) is a privilege extended to those organizations who meet the eligibility requirements, and is not a right. Membership may be continued unless the Membership and Ethics Oversight (M&EO) Committee determines that the conduct of a Member has been such, that in the best interests of IDEA, the Member should be suspended or their Membership terminated.

This Code of Ethics has been duly adopted by the Board of Trustees under the authority vested in it by the IDEA Bylaws.

- The Member will support and acknowledges that it is subject to the IDEA Bylaws, as from time to time amended, and all such resolutions, and policies as may from time to time be established or adopted by the Board of Trustees of IDEA.
- The Member will conduct commerce in a moral and ethical manner so as to bring no discredit to IDEA, nor to diminish the prestige of the Membership therein. The Member will make commercially reasonable efforts to ensure all of its employees and representatives will conduct themselves in accordance with all federal, state, and local laws. Any act or behavior that is deemed to be in violation of Membership standards, upon review of the M&EO Committee, may result in Membership termination under such rules relating to termination as may from time to time be in force.
- The Member will employ commercially reasonable efforts to ensure that all products it sells have clear title, are free of liens, and conform to all applicable IDEA Standards that are then in force.



- The Member will not knowingly misrepresent products. The Member will employ commercially reasonable efforts, and in any event not less than such efforts as may from time to time be required under all IDEA Standards then in force, to ensure truth in advertising.
- The Member will give advice to its clientele in the course of its independent distribution of electronics to the best of its ability.
- The Member will only use the IDEA Logo in accordance with the Association's Trademark Usage Policy for the IDEA Logo.
- If a Member is found to have breached this Code, that fact may be disclosed to Member and non-member entities that may inquire into that Member's status under this Code.
- If a Formal Inquiry (as defined in form number IDEA-1001) is filed against a Member, resignation will not preclude the completion of the Formal Inquiry Process by the M&EO Committee if it elects to continue such process and the publication of the results of its investigation, and the Member shall continue to cooperate in the conduct of that process until its completion.

*Approved and adopted by the IDEA Board of Trustees on January 15, 2009.  
Amended by the Membership and Ethics Oversight Committee on September 20, 2012.*

### Formal Inquiries

A Formal Inquiry Procedure utilizing the Membership and Ethics Oversight (M&EO) Committee has been created to moderate and help to resolve disputes should they occur with an IDEA Member during ongoing business. The M&EO Committee's findings are primarily intended to ascertain an IDEA Member's status.

### IDEA Code of Ethics Acknowledgement

As Member Representative, I confirm that \_\_\_\_\_ agrees to abide by the  
(company name)  
IDEA Code of Ethics.

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**