



Introduction to IDEA Code of Ethics for Qualified Program Participant Companies

The Independent Distributors of Electronics Association (IDEA) is a global trade association comprised of organizations dedicated to quality initiatives that provide Responsible Procurement Solutions™ to the supply chain.

IDEA seeks to fulfill this mission through sustained leadership in the implementation of quality standards, certifications, best practices, and counterfeit detection methods as well as the cooperation and education of all stakeholders through the development and dissemination of relevant standards, training, and certification programs that promote industry quality, knowledge, and integrity.

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 associated logos for IDEA participation stand for the highest levels of quality, standards, and professionalism, all of which exemplify our Qualified Program Participant Companies (QPPCs). The following Code of Ethics is designed to become synonymous with IDEA QPPC status and its associated logo and immediately bring to mind its contents whenever the IDEA QPPC logo is present. The QPPC Code of Ethics' primary objective is to establish a standard to which IDEA QPPCs will be held regarding specific business practices.

Please take the time to review the IDEA QPPC 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, also proudly posts the IDEA QPPC Code of Ethics.

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

IDEA Qualified Program Participant Company Code of Ethics

Qualified Program Participant Company (QPPC) status 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. QPPC status may be continued unless the Membership and Ethics Oversight (M&EO) Committee determines that the conduct of a QPPC has been such, that in the best interests of IDEA, the QPPC should be suspended or their QPPC status 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 QPPC will support and acknowledges that it is subject to the IDEA Bylaws (as applicable), as from time to time amended, and all such applicable resolutions, and policies as may from time to time be established or adopted by the Board of Trustees of IDEA.
- The QPPC will conduct commerce in a moral and ethical manner so as to bring no discredit to IDEA, nor to diminish the prestige of Membership and other QPPCs therein. The QPPC 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 QPPC program standards, upon review of the M&EO Committee, may result in QPPC status termination under such rules relating to termination as may from time to time be in force.



- The QPPC will employ commercially reasonable efforts to ensure that all services it provides conform to all applicable IDEA Standards that are then in force.
- The QPPC will not knowingly misrepresent services. The QPPC 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 QPPC will give advice to its clientele in the course of its business operations to the best of its ability.
- The QPPC will only use the IDEA QPPC Logo(s) authorized in accordance with the Association's Trademark Usage Policy for the IDEA QPPC Logo.
- If a QPPC is found to have breached this Code, that fact may be disclosed to the public.
- If a Formal Inquiry (as defined in form number IDEA-1002) is filed against a QPPC, 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 QPPC shall continue to cooperate in the conduct of that process until its completion.

Approved and adopted by the IDEA Membership and Ethics Oversight Committee on February 12, 2014.

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 Qualified Program Participant Company (QPPC) during ongoing business. The M&EO Committee's findings are primarily intended to ascertain an IDEA QPPC's status.

IDEA Code of Ethics Acknowledgement

*As Qualified Program Participant Company (QPPC) Representative, I confirm that _____
(company name)
agrees to abide by the IDEA QPPC Code of Ethics.*

Print Name

Title

Signature

Date