



AURA

CODE OF ETHICS
of the Aura Blockchain Consortium



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1. PURPOSE, SCOPE AND IMPLEMENTATION

1.1 Purpose of the Code

The purpose of the AURA Blockchain Consortium (the “**Association**”) is to promote socially responsible, sustainable, and customer-centric business practices throughout the lifecycle of luxury products by leveraging blockchain and other current and/or future technologies allowing notably for (i) tracking and tracing of raw materials, parts and components, as well as finished products, (ii) proof of origin, authenticity and/or ownership, and/or (iii) transparent manufacturing and service processes. The Association considers it important to adopt a code of ethics (the “**Code**”), which establishes a set of principles the Association’s expects its members and their respective organizations (the “**Members**”) adhere to.

1.2 Scope and compliance

Compliance with the principles outlined in this Code is a key element for the Association’s decision to accept a new Member. Failure to implement standards consistent with those outlined in this Code, or actions of a Member that are inconsistent with the principles outlined in this Code, may result in the exclusion of the relevant Member from the Association.

2. ETHICAL PRINCIPLES

Members are expected to adopt and implement within their respective organizations standards that are consistent with those outlined below:

2.1 Human rights

The Association recognises the value of the individual and the uniqueness of each human being as a fundamental element of its culture. The Association respects, and the Members are expected to respect, the fundamental rights of individuals, protecting their physical and moral integrity and ensuring equal opportunities for all.

2.2 Integrity, legality and consistency

Members are expected to act in an honest, fair and transparent manner, avoiding any type of behaviour that takes unfair advantage of third parties’ position of disadvantage and acting in good faith in all activities and decisions. In no event the pursuit of their own interests will justify any conduct contrary to the principles of fairness, honesty and legality.



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2.3 Labour standards

2.3.1 Compliance with labour laws

Members are expected to adhere to all applicable employment and labour rights, highest industry standards and international human rights norms. All forms of violence, abuse, physical punishment, child labour, forced labour, servitude or trafficking, as well as any form of discrimination, harassment or bullying, is to be prohibited both within the Members' own organizations and the organizations of their material suppliers and contractors. Members are expected to support the right of employees to freedom of speech, freedom of association and collective bargaining, and to favour constructive dialogue with employee representatives.

2.3.2 Health and safety

Members are expected to promote high standards of health and safety within their own organizations and the organizations of their material suppliers and contractors. Members are expected to comply with all applicable local and international regulations and laws in this regard and to promote and strengthen the culture of health and safety at work developing risk awareness and promoting responsible behaviour.

2.4 Environmental protection

Members are expected to take adequate measures to reduce the environmental impact of their activities and those of their material suppliers and contractors. Members are required to comply with local and international environmental regulations and standards, including to obtain all requisite environmental permits. Members are in particular expected to:

- promote responsible use of natural resources, in particular by adequate management of water and energy consumption and the safe management of hazardous chemicals;
- take measures to prevent water and soil pollution and minimize greenhouse gas emissions;
- take measures to preserve biodiversity and guarantee regulatory traceability and compliance for raw materials and substances used;
- implement best practices across their supply chains to respect the environmental and animal welfare;
- ensure that staff whose work has direct environmental impact are trained, skilled and have the resources required to effectively perform their work reducing as far as possible such impact; and
- ensure compliance of safe handling, storing, and transportation of waste.



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2.5 Respect for competition

Members are expected to commit to compliance with all applicable competition and anti-trust laws, as well as with the competition compliance policies that the Association may adopt from time to time, which will be deemed an integrant part of this Code.

2.6 Confidentiality and protection of personal data

Members must take all necessary measures to guarantee the confidentiality, integrity and availability of professional secrets and other non-public information they receive in the course of their business relationship with the Association. All external communication of documents and information concerning the Association must be performed in compliance with the legislation, regulations and professional conduct practices in force.

Members are required to comply with all applicable laws and regulations concerning the protection of personal data.

2.7 Bribery and corruption

2.7.1 In general

The Association does not tolerate bribery, fraud, extortion, trading in influence or breach of confidence of any kind. Members are expected to respect all applicable laws concerning corruption and to take appropriate measures to prevent, detect and sanction any corruption or trading in influence, directly or indirectly, across the scope of their activities.

2.7.2 Gifts, hospitality and other benefits

In the performance of any activity connected with the Association, Members are prohibited from giving/offering and/or accepting/receiving gifts, benefits and/or any other utility, personal or otherwise, with the exception of gifts of modest value incident to normal courtesy or commercial practice, when given openly and transparently and permitted under applicable local law.

2.7.3 Political participation and charitable contributions

Members are required to comply with all applicable legislation relating to relations with political parties or their representatives or candidates. The Association recognizes the Members' right to participate in political debate and to carry out charitable or other activities for public welfare. However, when doing so, Members are expected to (i) make sure that they do so using their own resources or infrastructures, and not those of the Association, (ii) ensure that their political or charitable activities do not prejudice the interests of the Association (iii) do not spend the name or reputation of the Association unless it is made in the interest of the Association itself and in accordance with its guidance.



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2.8 Embargo, sanctions and customs laws

Members are required to comply with and to respect any applicable embargo, sanction and custom laws, including those relating to national or international trade restrictions and sanctions, or which put a ban on business relationships and payments to prohibited jurisdictions or persons, including but not limited to trade and economic sanctions, customs regulations, or the prohibition on non-tariff barriers.

3. PERIODIC REVIEW AND AMENDMENTS

The General Secretary will regularly review the contents of this Code for appropriateness and make sure that it remains in line with best practices and the organizational, commercial and financial developments of the Association.

Whenever appropriate, the General Secretary will submit proposals to the Association's Board (the "**Board**") to amend the contents of this Code.

4. APPROVAL AND EFFECTIVENESS

This Code was adopted by the Board of the Association on December 2021 and is immediately effective.