

## Code of Conduct – Liberty Adriatic DMC

*At Liberty Adriatic DMC, we are committed in providing exceptional travel experiences while upholding the highest standards of ethical conduct, social responsibility, and environmental stewardship. Our Code of Conduct serves as a guide for our employees, partners, and stakeholders to ensure that we operate with integrity, respect, and accountability in all aspects of our business.*

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### Ethical Business Practices

**Integrity:** We conduct our business with honesty, integrity, and transparency, maintaining the trust and confidence of our stakeholders. We prioritize open communication and accountability, ensuring that our actions align with our values and principles.

**Compliance:** We adhere to all applicable laws, regulations, and industry standards, ensuring legal and ethical conduct in all our activities. We regularly review and update our policies to stay current with evolving legal requirements and industry's best practices.

**Conflicts of Interest:** We avoid conflicts of interest and disclose any personal or financial interests that may influence our decision-making or actions. We prioritize the best interests of our customers, employees, and stakeholders above personal gain or advantage.

**Anti-Corruption:** We prohibit bribery, corruption, and unethical practices in all forms, promoting a culture of integrity and accountability. We provide training and resources to our employees to raise awareness and prevent instances of corruption within our organization.

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### Customer Satisfaction and Safety

**Quality Service:** We are committed in providing exceptional service and exceeding the expectations of our customers, delivering memorable and enriching travel experiences. We invest in employee training and development to ensure that our team members have the knowledge and skills to deliver high-quality service.

**Safety and Security:** We prioritize the safety and security of our customers and employees, implementing rigorous safety protocols and emergency procedures. We conduct regular

safety audits and risk assessments to identify and address potential hazards and ensure a safe travel environment.

**Transparent Communication:** We provide accurate and transparent information to our customers regarding our services, pricing, and terms and conditions, ensuring clarity and fairness in all our dealings. We welcome feedback from our customers and use it to continuously improve and enhance our services.

## Respect for Diversity and Inclusion

**Equal Opportunities:** We embrace diversity and provide equal opportunities for all employees, respecting differences in race, ethnicity, gender, religion, age, disability, sexual orientation, and background. We promote diversity and inclusion initiatives to create a more inclusive workplace culture.

**Inclusive Culture:** We foster an inclusive workplace culture that values diversity, promotes mutual respect, and celebrates the contributions of every individual.

**Anti-Discrimination:** We prohibit all forms of discrimination, harassment, and prejudice, creating a supportive and welcoming environment for everyone. We provide training and resources to our employees to raise awareness about unconscious bias and discrimination and foster a culture of respect and acceptance.

## Environmental Sustainability

**Sustainable Practices:** We minimize our environmental impact by promoting sustainable tourism practices, conserving natural resources, and reducing waste and pollution. We integrate sustainability considerations into our business operations and decision-making processes.

**Conservation Efforts:** We support conservation initiatives to protect biodiversity, preserve cultural heritage, and mitigate the effects of climate change. We partner with

local organizations and communities to implement conservation projects and promote environmental stewardship.

**Responsible Tourism:** We engage with local communities in a respectful and responsible manner, minimizing our footprint and maximizing the positive impact of tourism on the environment and society. We educate our customers about responsible travel practices and encourage them to support local businesses and initiatives.

## Social Responsibility

**Community Engagement:** We actively engage with local communities, supporting their development through responsible tourism initiatives and volunteerism. We invest in community projects and initiatives that create positive social and economic impacts.

**Human Rights:** We respect and uphold human rights principles, including the rights of indigenous peoples, minorities, and vulnerable groups, ensuring their inclusion and empowerment. We advocate for human

rights and social justice both within our organization and in the destinations we operate.

**Child Protection:** We are committed in protecting children from exploitation, abuse, and trafficking, complying with all laws and regulations related to child welfare and safeguarding their rights and well-being. We have strict policies and procedures in place to prevent and respond to instances of child exploitation and abuse.

By adhering to this Code of Conduct, Liberty Adriatic DMC, demonstrate commitment to ethical business practices, customer satisfaction and safety, diversity and inclusion, environmental sustainability, and social responsibility. Together, we strive to create positive impacts and enriching experiences for our customers, employees, partners, and the communities we serve, contributing to a more sustainable and inclusive tourism industry.

For a better and more beautiful world

