

CALGARY CO-OPERATIVE ASSOCIATION LIMITED

CODE OF ETHICAL STANDARDS FOR CO-OPERATION

We recognize that this consumer-owned co-operative has a responsibility to respect, to promote, and to protect the rights of consumers, and that these rights include:

- The Right to Safety
- The Right to be Informed
- The Right to Choose
- The Right to be Heard

In support of its responsibility to appreciate the rights of consumers, Calgary Co-op shall aim to observe and apply in all of its activities, the following Code of Ethical Standards:

1. All claims, statements, information, advice, and proposals shall be honest and factual.
2. Sufficient disclosure of pertinent facts and information shall be made to enable others to adequately judge the offered product, service or proposal, and its suitability for the purpose to be served.
3. Due regard shall be given to public decency and good taste.
4. Unfair exploitation in any form shall be avoided.
5. Comparison of co-operative merchandising, products, services, philosophy, principles, or practices, to those of others shall only be made honestly and fairly, and without intent to harmfully disparage.
6. The interests of the membership as a whole shall be paramount to the interests of the Association.
7. Members shall be treated equitably.
8. Knowingly advising or persuading individuals to take action that may not be in their best interest shall be avoided.

APPLICATION OF THE CODE

Having acknowledged that members and consumers have certain rights, and being resolved to conduct our activities in the interest of the members, we shall, at all times, when applying this Code or interpreting its intent, emphasize ethical human relations and values rather than technicalities or legalisms.

Our test for compliance to this Code of Ethical Standards shall be the effect of a communication or action on the ordinary or trusting mind. We recognize that it is not sufficient that a discerning, knowledgeable, or analytical person may derive a correct interpretation if others may be misled.

The Code of Ethical Standards is adopted by the Board of Directors and Executive Management as an official policy of Calgary Co-operative Association Limited.