Taking Your Code Digital:
Here’s How to Do It Right

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INTRODUCTIONS

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Codes 2010-2016: From contracts to marketing documents

1. Introduction

This Code of Business Conduct and Ethics (the “Code”) applies to all directors, officers and employees of Discovery Communications, Inc. and its U.S.- and non-U.S.-based subsidiaries and divisions. The Code is intended to provide guidance on ethical conduct from the directors, officers and employees. The Company’s directors, officers and employees collectively, the “Discovery Team,” are individually and jointly responsible for managing the Company’s business activities to fall in line with the Code and applicable laws and regulations.

2. Purpose and Scope

This Code is intended to delineate the highest standards of ethical behavior and to comply with the laws and regulations applicable to the Company’s business. The purpose of the Code is to provide a framework for the Company’s business and to establish the Company’s relationship with its stakeholders.

3. Who Must Comply with the Code

The Code applies to Discovery Communications, Inc. and all other companies to which Discovery Communications, Inc. directly or indirectly owns and the right to vote shares in other companies representing more than 5% of the voting power of such companies or Controlled Affiliates.

Codes Today: “Digital magazine” “Flipbook” “App” “Mobile-first”
• Section 1: What’s behind changing Code standards

• Section 2: What a digital Code needs – and what to avoid

• Section 3: Putting the Code to work in your program

Why are Codes Changing?

Because...

➤ regulator expectations

➤ technology and tools

➤ your audience

...have changed
How has your audience changed?

The internet has re-wired our brains for quick processing - "screen and glean".

Developments in technology & tools have raised expectations for content & visuals.

All this = competition for ANY content, including your Code of Conduct.

Modern Codes:
Rethink the organization

- Think beyond a list of topics
- Tie the Code to business or culture
- Options: Values, legacy, branding – what resonates?
- Use positive language
- Get user feedback
WANT A HIGH FIVE?

- Be considerate of those around you.
- Be respectful of other people’s opinions and beliefs.
- Never mistreat someone because of the way they look, their background, or what they believe. Harassment and bullying have no place here.

Think like a LAWYER, talk like a HUMAN....
Fair competition, or antitrust, laws are designed to encourage fair competition in the marketplace. They protect both companies and consumers from unfair competitive practices.

As a large, global company, we must be very aware of our often dominant position in the marketplace. We are committed to complying with both the letter and the spirit of fair competition laws.

Our Company believes in vigorous competition, but we do not use illegal or unethical means to gain an advantage over a competitor. In this module, you’ll learn what this means and what behavior is expected of you in this respect.

The competition laws help support a free and fair marketplace.

We’re a large company in a high-visibility industry.

We need to follow these laws.

We will never take illegal or unethical actions, even if it helps us win.

Here are some key concepts....
• Section 1: What’s behind changing Code standards
• Section 2: What a digital Code needs – and what to avoid
• Section 3: Putting the Code to work in your program

Why take your Code digital?
Your digital Code must ...
I haven’t yet come up with a good plan for this slide. I found this pic of the baby, and thought maybe it could work - "you don’t want just anyone creating your digital code, you want someone with experience". Thought it could be lighthearted?
Ingrid Marcum, 3/6/2019

As a separate thought, the baby pic could be reinforcing making something simple to find. Open to other ideas here!
Ingrid Marcum, 3/6/2019
Your digital Code really should:

Imagine if your digital Code actually could:
But your digital Code really doesn’t need:

- Section 1: What’s behind changing Code standards
- Section 2: What a digital Code needs and what to avoid
- Section 3: Putting the Code to work in your program
Develop a Code launch strategy:
A strategic approach to communications can amplify the impact of your new Code

Going digital expands possibilities

- Digital Code
- Course
- Portal
- Training
Getting started with your digital Code

1. Application
2. Location
3. Maintenance
4. Support
5. Training
6. Launch

Questions?
Appendix A: Examples of Digital Codes:

- Website-style: www.rethinkcompliancecode.com
- Flipbook-style: www.rethinkcomplianceflipbook.com
- Digital Code overview: www.rethinkyourcode.com