

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

March 29, 2019

INTRODUCTIONS

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Codes 2010-2016: From contracts to marketing documents



DISCOVERY COMMUNICATIONS, INC.
CODE OF BUSINESS CONDUCT AND ETHICS

I. Introduction

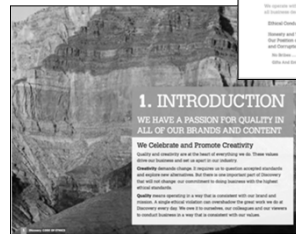
This Code of Business Conduct and Ethics (the "Code") applies to all directors, officers and employees of Discovery Communications, Inc. and its US and non-US subsidiaries and divisions (collectively, the "Company"). The Company requires the highest standards of professional and ethical conduct from its directors, officers and employees. The Company's directors, officers and employees are expected to act in a manner that is consistent with the Company's policies and procedures. The Company's directors, officers and employees are collectively responsible for managing the Company's business activities in full compliance with the Code and applicable laws and regulations. You should carefully read this document. Where permitted by law, as a condition of employment at the Company, you must annually acknowledge that you have read, understood and agree to be bound by the Code. The Code is a part of the Company's policies and procedures. The Code is intended to be a guide for the Company's directors, officers and employees. The Code will be subject to disciplinary action, up to and including termination. Furthermore, violations of this Code may also be violations of the law and may result in civil or criminal penalties for you, your supervisor and/or the Company.

II. Purpose and Scope

You are expected to demonstrate the highest standards of ethical behavior and to comply with the laws and regulations applicable to the Company's business. The reputation of the Company, the quality of your work environment, and the satisfaction of the Company's obligations to stockholders depend on each member of the Discovery Team achieving these levels of conduct. The Code is intended to guide you to operate with the highest level of integrity in all business activities and to create an empowering work environment that fosters respect for each other and our clients.

1. Who Must Comply with the Code

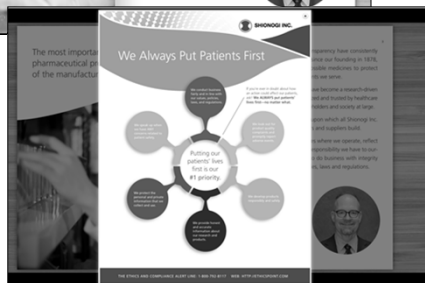
The Code applies to Discovery Communications, Inc. and to all other companies in which Discovery Communications, Inc. directly or indirectly owns and has the right to vote shares or other interests representing more than 50% of the voting power of such companies ("Controlled Companies") with respect to the election of directors or similar officials, and to all directors, officers and employees of each. Any reference to "the Company" includes Discovery

[illegible]

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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



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Why are Codes Changing?

Because...

- regulator expectations
- technology and tools
- your audience

...have changed



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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

10/100/1000 PoE
eth1 eth2

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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



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<p>WE'RE ALL IN THIS TOGETHER</p> <ul style="list-style-type: none"> ≡ WE TREAT EVERYONE WITH RESPECT. ≡ WE PROMOTE AN INCLUSIVE WORKFORCE. ≡ WE KEEP OUR WORK ENVIRONMENT, OURSELVES, EACH OTHER, AND OUR CUSTOMERS SAFE. ≡ WE PLAY FAIR. ≡ WE ARE PROUD OF OUR FAIR & NON-DISCRIMINATORY PRACTICES. ≡ WE ARE DILIGENT. ≡ WE BUILD BUSINESS RELATIONSHIPS. ≡ WE TELL THE TRUTH. 	<p>Working together respectfully allows each of us to bring our best to work. We always want to demonstrate mutual respect – toward co-workers, customers, business partners, or anyone else we meet on behalf of Carvana.</p> <div style="display: flex; align-items: center; justify-content: space-around;">  <div style="text-align: left;"> <p>WANT A HIGH FIVE?</p> <ul style="list-style-type: none"> 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. </div> </div>
<div style="display: flex; justify-content: flex-end; align-items: center;">  <div style="margin-left: 10px;"> <p>rethinkcomplianceco.com</p> <div style="border: 1px solid black; padding: 2px 5px; display: inline-block;">9</div> </div> </div>	



social triggers
Blog
About
Menu
Free Updates

HERE'S WHAT SOCIAL TRIGGERS IS ALL ABOUT

Hey, what's up? I'm Derek Halpern, the founder of Social Triggers, and if you ever asked yourself:

- "How can I get more customers?"
- "How can I persuade someone to work with (or help) me?"
- "How can I negotiate lower prices, higher salaries, and better rates?"
- "How can I price my products profitably (and entice people to buy them?)"
- "How can I convince people to listen to me?"

Or if you've ever just needed someone else to do something (whether it's talk about you, buy from you, refer people to you)...

...You're in the RIGHT place!





Photo credit: Mike Folden



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We will never sell, rent, or share your email.

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Code Example

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....

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- 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



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Why take your Code digital?

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Your digital Code *must* ...



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Your digital Code *must*:



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Slide 16

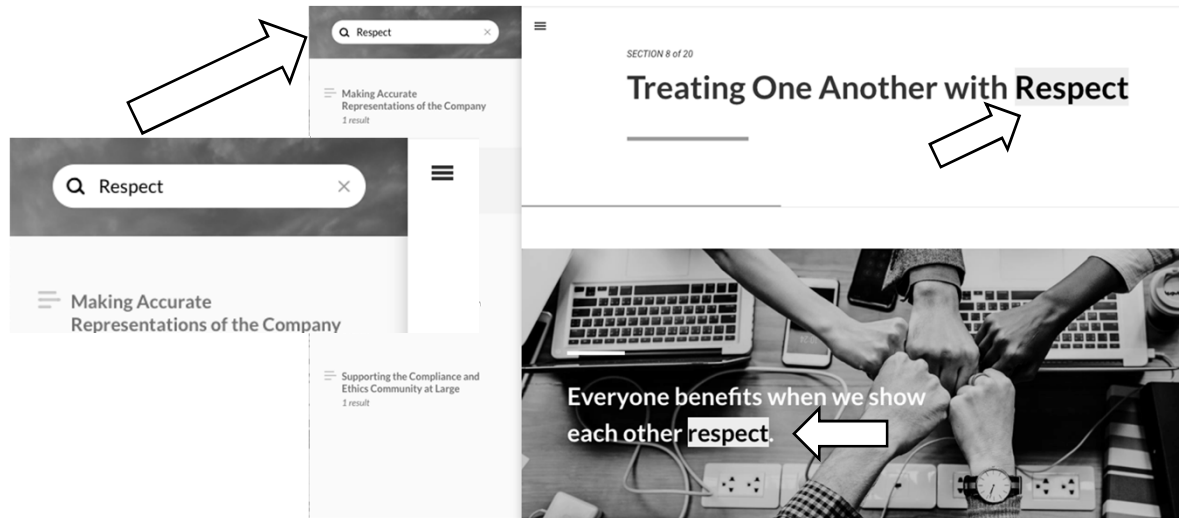
IM4 I haven't yet come up with a good plan for this slide. I found this pic of the baby, and thought maybe it could work - "you don't want just anyone creating your digital code, you want someone with experience". Thought it could be lighthearted?

Ingrid Marcum, 3/6/2019

IM5 As a separate thought, the baby pic could be reinforcing making something simple to find. Open to other ideas here!

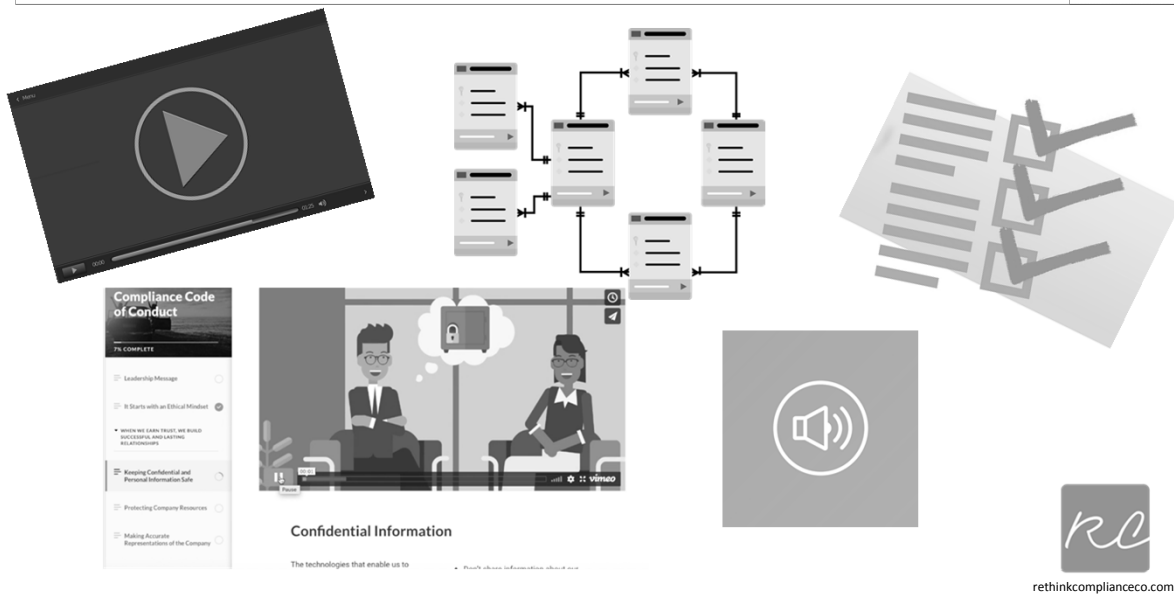
Ingrid Marcum, 3/6/2019

Your digital Code *really* should:



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Imagine if your digital Code *actually* could:



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But your digital Code really *doesn't* need:



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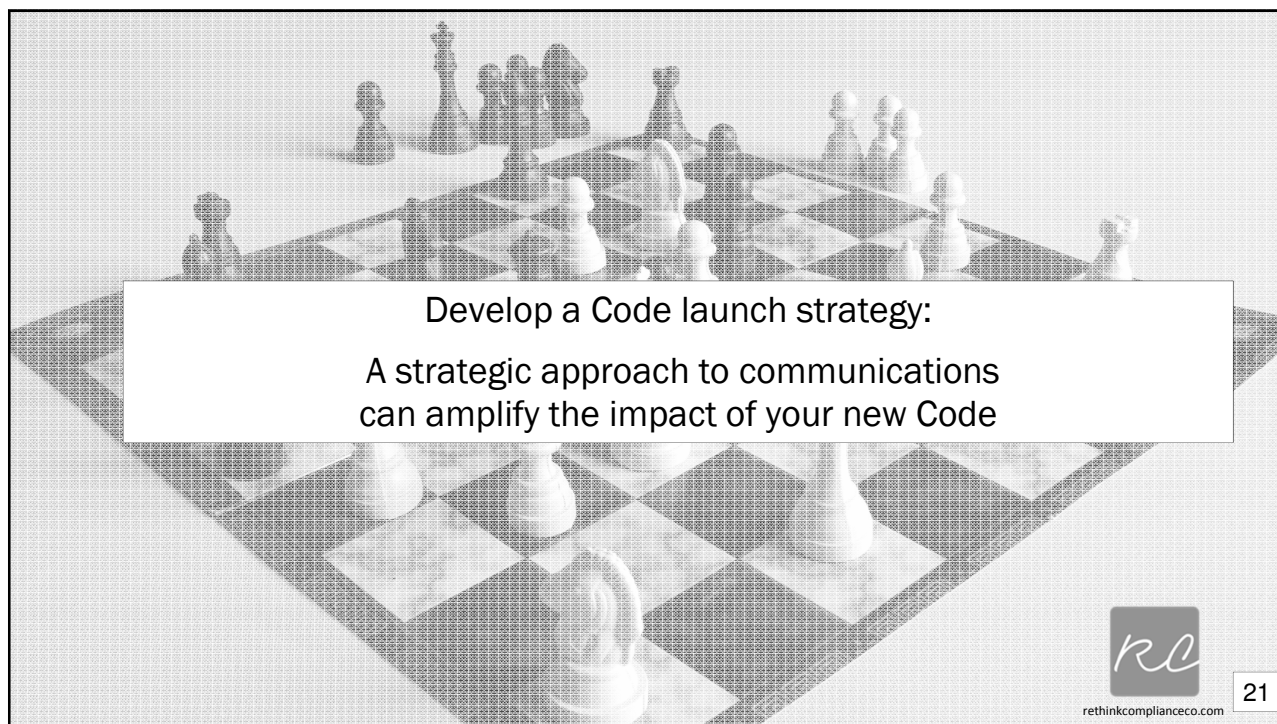
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- Section 1: What's behind changing Code standards
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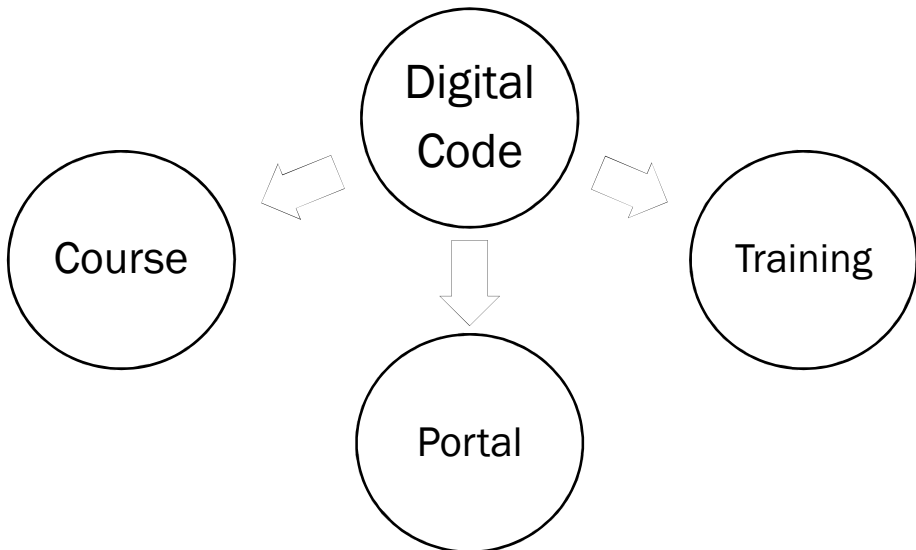


Develop a Code launch strategy:
A strategic approach to communications
can amplify the impact of your new Code



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Going digital expands possibilities



```
graph TD; DC((Digital Code)) --> C((Course)); DC --> T((Training)); DC --> P((Portal));
```


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Getting started with your digital Code

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



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Questions?

Appendix A: Examples of Digital Codes:

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



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