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

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Codes Today: "Digital magazine" "Flipbook" "App" "Mobile-first"
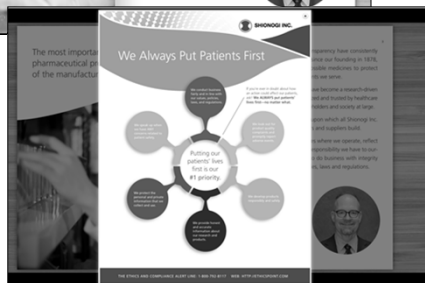
- Section 1: What's behind changing Code standards

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

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

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

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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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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.

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.

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.

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Think like a LAWYER, talk like a HUMAN....

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....

- 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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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!
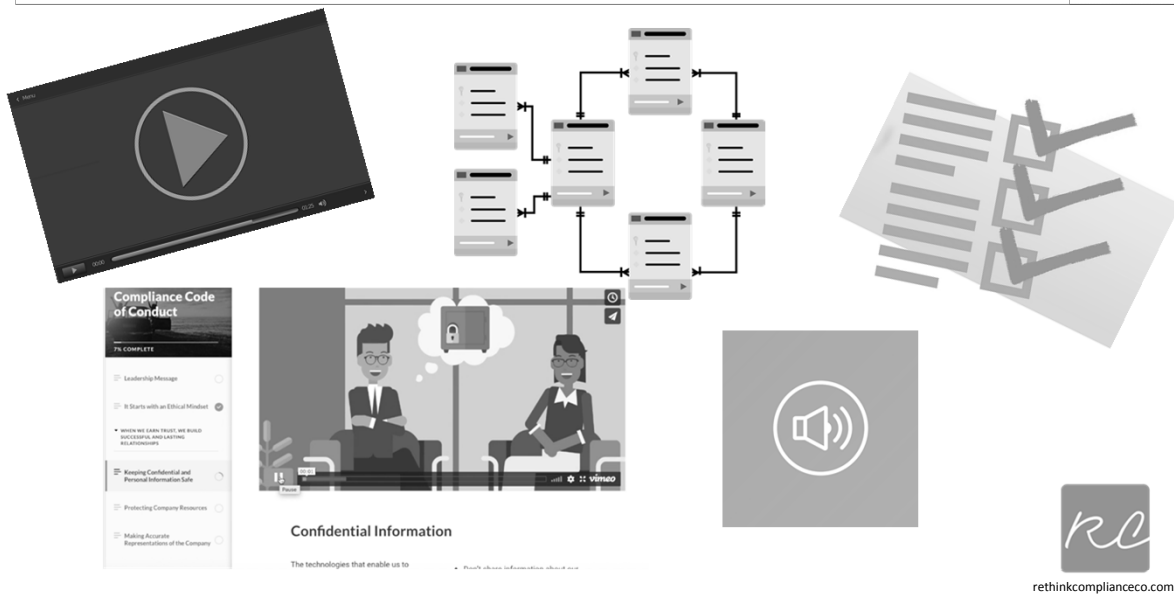Ingrid Marcum, 3/6/2019

Your digital Code *really should:*
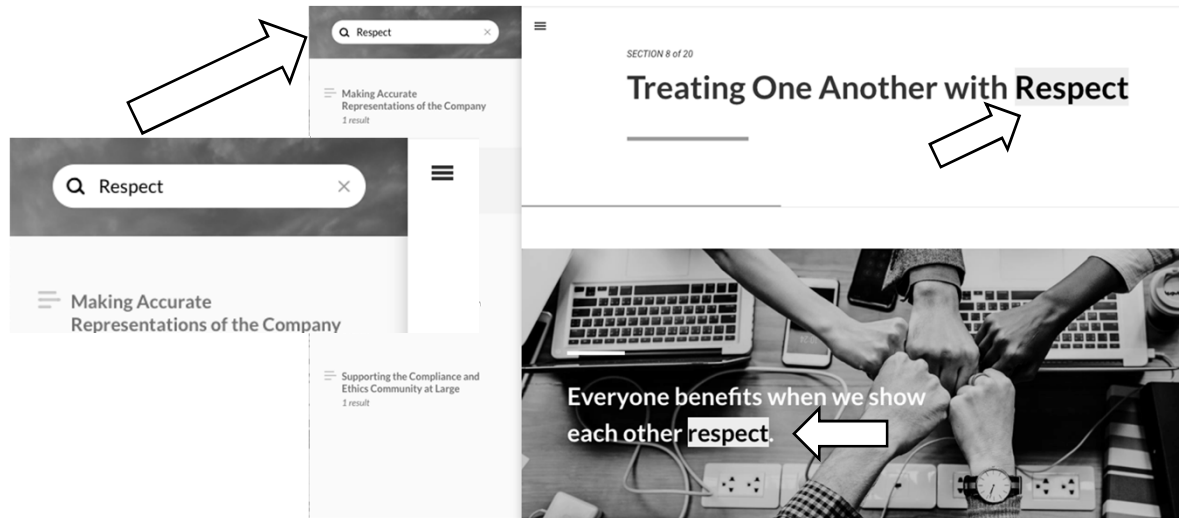
Imagine if your digital Code *actually could:*

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Slide 19

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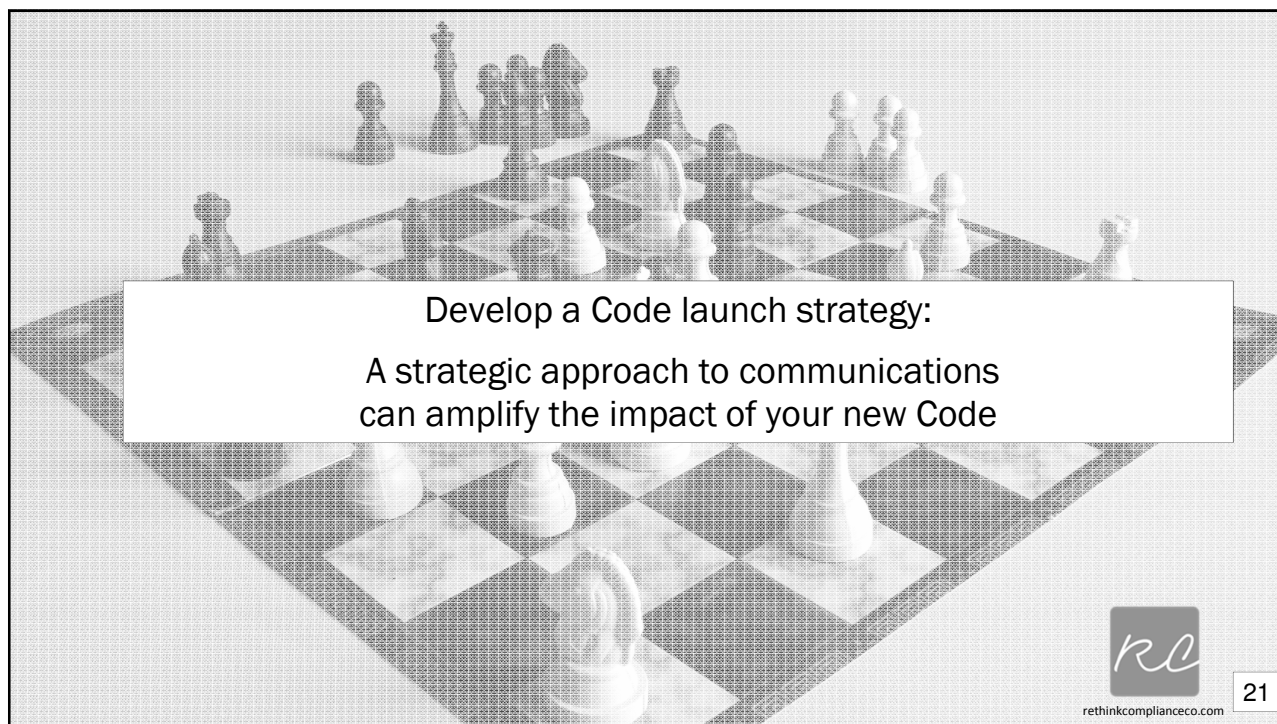
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X

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- Section 1: What's behind changing Code standards

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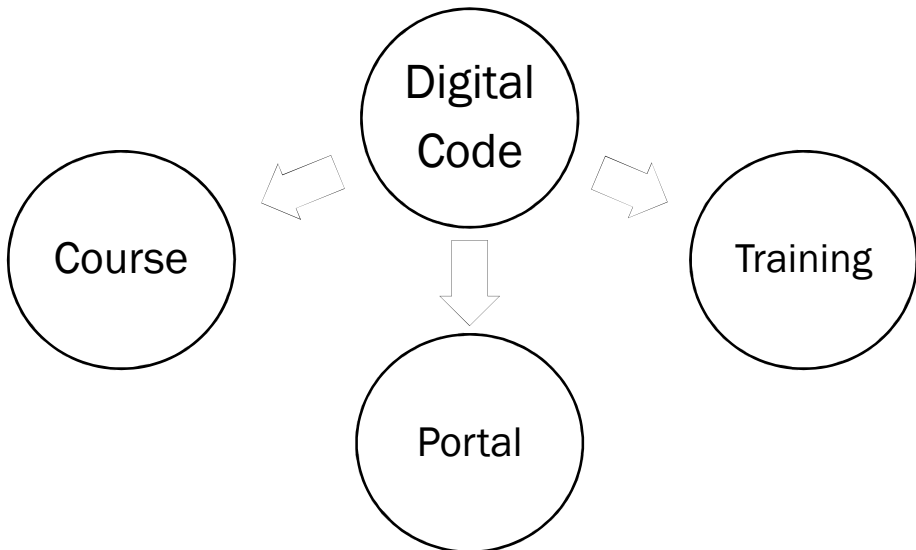
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Develop a Code launch strategy:

A strategic approach to communications
can amplify the impact of your new Code

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Going digital expands possibilities

Digital
Code

Course

Training

Portal

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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

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