



## **Global Workspace Association (GWA)**

### **Code of Ethics**

This Code of Ethics is a set of principles to provide guidelines in our professional conduct with our customers, colleagues, and community. As a member of the Global Workspace Association, my organization pledges to exercise judgment, self-restraint, and conscience in its conduct in order to establish and maintain public confidence in the integrity of GWA members and to preserve and encourage fair and equitable practices among all who are engaged in the office business center industry.

#### **Working Relationships**

- My organization will serve its customers with integrity, competence, and objectivity, and will treat them with respect and courtesy.
- My organization will offer services in those areas in which it is able and qualified to do so and will accurately represent those qualifications in both verbal and written communications.
- When unable or unqualified to fulfill requests for services, my organization will make every effort to recommend the services of other qualified workspace-as-a-service provider owners and operators and/or other qualified professionals.
- My organization will advertise its services in an honest manner and will represent the office business center industry accurately.

#### **Confidentiality**

- My organization and its employees will keep confidential all customer information, both business and personal, including that which may be revealed by other workspace-as-a-service provider professionals.
- My organization and its employees will use proprietary customer information only with the customer's permission.
- My organization and its employees will keep customer information confidential and not use it to benefit my organization, or reveal this information to others.

## **Fees**

- My organization will decide independently and communicate to its customers in advance any fees and expenses, and will charge fees and expenses which are deemed reasonable, legitimate, and commensurate with the experience and services my workspace-as-a-service provider delivers, and the responsibility my organization accepts.
- My organization and its employees will make recommendations for products and services with its customers' best interests in mind.

## **Colleagues**

- My organization will seek and maintain an equitable, honorable, and cooperative association with other GWA members and will treat them with respect and courtesy.
- My organization will respect the intellectual property rights (materials, titles, and thematic creations) of my colleagues, and other workspace-as-a-service providers and individuals, and will not use proprietary information or methodologies without permission.
- My organization and its employees will act and speak on a high professional level so as not to bring discredit to the workspace-as-a-service industry.

## **Education**

- To learn as much as possible about the workspace-as-a-service provider industry so that my organization can provide superior service to each customer.
- To support and encourage responsible operation of workspace-as-a-service providers for my customers as well as my community.
- To continually improve my organization's knowledge of the workspace-as-a-service provider industry by providing staff with opportunities to participate in educational opportunities.

## **Legal**

- To comply with all local ordinances relating to commercial real estate; and to obey all regulations, Federal, State, and local, which pertain to the workspace-as-a-service provider industry.
- Not to promote a product or service in connection with GWA without the written consent of GWA's Board of Directors.