



Child is Life Institute

Code of Conduct

Introduction

The Instituto Criança é Vida (Child is Life Institute) is a non-profit organization that develops projects to promote what doctors and psychologists consider basic prevention of diseases and the good development of babies, children and adolescents, thus contributing to build a healthier country ("Institute"). We are based on solidarity and commitment in the transmission of knowledge with lightness and joy.

We take care to ensure that our projects, both current and future, maintain the credibility we have achieved, thanks to the commitment of all, following our "way of doing things," characterized by enthusiasm and commitment, with seriousness and transparency.

Through this handbook, we strive to translate the essence of what we believe to be appropriate action into a set of rules of conduct and procedures that can clearly guide those who participate in our efforts and initiatives ("Code of Conduct").

General Commitments

1. Contribute to our cause in health education, making our best efforts to always attaining the best results for the population served.
2. Through personal attitudes, affirm the commitment with which the Institute strives to be and to operate; always acting in a respectful manner with others, with language, posture and dress in keeping with the Institute's values and purpose. Respect for others is recognized in empathy, outreach and tolerance.

3. Be aware that in initiatives and actions, each professional assumes the role of representing the Institute and its partners before other audiences and should, therefore, conduct him or herself in a responsible and dedicated manner, respecting the current laws of the country and Institute rules, as well as good practices of citizenship, social and corporate responsibility.
4. When representing the Institute, always focus on the work, avoiding unrelated discussions or resolution of personal matters during activities, as well as avoiding inappropriate jokes.
5. It is essential to recognize and respect Institute intellectual property with regard to methodology and materials, and to commit to not participating in similar initiatives or efforts or those that may cause conflicts with its image and reputation with other organizations or the general public. The use and complete or partial reproduction of materials or reference to the intellectual property rights of the Institute, in any way, without its prior and express consent, is prohibited, such that all ads, news, releases to the media or other publics related to the Institute, including promotional or marketing material, should be submitted for prior and express approval before its release/use.
6. Use of Institute resources should be done responsibly, always striving for efficiency to promote the widest possible social reach and impact. All professionals who represent the Instituto Criança é Vida (Child is Life Institute) should be open to listening or offering criticism and considerations, always in a constructive way, aiming to ensure an environment for ongoing learning and improvement.
7. When interacting with partners or public authorities, it is essential to act with absolute transparency and cooperatively, considering legitimate interests and ethical principles. No promises that cannot be met should be made, nor should unrealistic expectations be supported.
8. Institute representatives should never impose their own will and personal interest to the detriment to Institute principles and beliefs. Any decision made that is not in keeping with Institute policies should be expressly approved in advance.
9. Taking photos of children during activities and events and posting them on social media is not permitted, except with image authorization signed by the parents, for social use only, and not private use or purposes other than those stated. Noncompliance with this condition will result in the individual responsible being subject to current Brazilian legislation.

10. In cases of conflict of interest or unusual situations, it is expected that each professional who represents the Institute shall maintain an assertive and transparent attitude, open to negotiation and understanding, always acting in a calm manner and in good faith.
11. If some behavior or practice not in keeping with Institute principles and values is observed, the party involved should be informed and the person responsible notified, or, if necessary, a report of the incident should be sent by email to ouvidoria@criancaevida.org.br.
12. All professionals who represent the Instituto Criança é Vida (Child is Life Institute) are prohibited from accepting presents, gifts and/or invitations from partners and/or service providers that may be given due to the position occupied by the offerer, if he/she has a personal, professional or business interest in a decision that may be made by the representative. The same rule applies if the offerer is representing third-party interests, as an attorney or agent, of an individual, company or entity that may have some personal, business or professional interest in a decision that may be made by the representative.
13. In addition, any gift must be given as a courtesy, advertising or normal release or related to events or commemorative dates of a historical or cultural nature and may not exceed R\$ 300 in value.
14. Involvement with Institute activities may occur in various ways: As an advisor, director, employee, volunteer, partner, certified instructor or supplier. For each of these forms of involvement, in addition to this Code of Conduct, specific codes of conduct with regard to respective procedures and rules, annexed to this handbook, should be respected.

Ongoing Compliance

To ensure alignment with the conducts and practices defined by the Institute, we have established the following mechanisms:

- (i) Individual evaluations and feedback for completed activities,
- (ii) Formal activity monitoring and control practices,
- (iii) The availability of a complaint channel, and
- (iv) Creation of a Conduct Council.

It is the responsibility of the Conduct Council to monitor compliance with the guidelines of this Code of Conduct, regularly update it and act in cases of suggestions, criticism, questions, complaints, infractions, etc.

The Conduct Council shall be elected for three-year terms, by an assembly of associates ("Assembly of Associates"), and be composed of 3 (three) members:

- (i) 2 (two) members of the advisory board, and
- (ii) 1 (one) member of the Executive Board / Board of Directors.

This Council shall meet at least 1 (one) time per year, and whenever judged necessary. At the end of each fiscal year, the Council shall prepare a clarification report on its activities during the prior 12 (twelve) months and this shall be incorporated into the audit report or minutes of the Board of Directors meeting.

The coordinators of each area have management and internal control tools that specifically include compliance with the conduct rules set forth in this Code of Conduct, consisting of various internal Institute tools:

- Employee Code of Conduct;
- General recommendations for providing instruction (to service providers, outsourced workers);
- Participant Handbook (for educators who multiply our projects in the communities);
- Volunteer Code of Conduct (for volunteers of partner companies);
- Confidentiality, use of equipment and computer programs / software (for employees);
- Code of Conduct for suppliers of products and services to the Institute;
- Operation of the Board and Role of Advisors (Statute).

The compliant channel is available through the ouvidoria@criancaevida.org.br email.

Complaints made through the above channel shall be forwarded to the Conduct Council for appropriate action. The Council, in turn, shall have authority and legitimacy to take whatever measures it deems necessary, whether to stop the conduct or practice or forward its recommendation for evaluation and final decision by the Executive Board or Board of Directors.

Agreement

All associates, advisors, directors, employees, volunteers, partners, representatives, certified instructors and suppliers shall annually acknowledge their understanding and agreement with this Code of Conduct.