



Ethical and Personnel Policy

VideoCentric recognize the importance of credibility, integrity and trustworthiness to our success as a business. Our ethical principles are the values that set the ground rules for all that we do as employers and employees at VideoCentric. We believe these values to be fundamental for VideoCentric's reputation and success.

Our core ethical principles are:

- Honesty
- Promise Keeping and Loyalty
- Fairness
- Respect for Others
- Compassion

VideoCentric is committed to fair and supportive relationships between the organization and its staff and is a professional and positive workplace for our employees. Employees shall behave with respect and integrity towards manufacturers, suppliers, customers, employers and other employees, all business associates and anyone else the employee comes into contact with through the company.

VideoCentric:

- Is committed to creating a safe environment in which the individual qualities and contribution of all employees are recognised and valued.
- Provides a working environment that promotes respect for all
- Promotes the employment of people with disabilities and support them to perform their work
- Is opposed to all forms of harassment, bullying, discrimination, intimidation or any other act that makes any employee uncomfortable or unable to carry out a job
- Will ensure any complaints are investigated swiftly, thoroughly and confidentially

VideoCentric believes that diversity and variation in the workplace is a key asset to any company and is fully committed to maintaining and encouraging this diversity. A greater range of inputs, viewpoints and experiences improves competitiveness by widening the potential for ideas and innovation, and therefore critical to VideoCentric's success.

VideoCentric will recruit, employ, train and promote employees fully on the basis of their ability to fulfill the role of the job, irrespective of gender, age, race, disability, sexual orientation, religion, beliefs or trade union membership. Equality will be continuously monitored throughout the organization and VideoCentric will not positively or negatively discriminate on any grounds.

VideoCentric does not tolerate any behaviour that can be perceived as harassment or threatening. Harassment is any unwanted conduct that can violate a person's dignity, or create a hostile, degrading, humiliating or offensive environment. This can include, but is not limited to: Physical contact, bullying, persistent criticism, offensive language, gossip, obscene gestures, isolation, sexual

harassment, pressure into participation, intrusion and failure to keep safe personal confidential information. VideoCentric will take any allegations of harassment very seriously and can result in disciplinary action or dismissal of the individual(s) concerned. All genuine complaints will be dealt with confidentially and sympathetically recognising allegations may be distressing and upsetting. False allegations with malicious intent will not be tolerated and will be treated as seriously as harassment.

VideoCentric as an organisation does not make contributions to any political parties or participate in election campaigns.

VideoCentric is firmly opposed to any form of corruption including accepting illegal or inappropriate gifts in order to achieve business or using a third party to channel illegal payment. No employee will knowingly partake in any illegal activities including bribery, the breach of competition laws, copyright laws or market share arrangements or any acts which may cause law infringement or VideoCentric's reputation to be damaged.

VideoCentric believe in fairness and will take into account leave required for vacation, parenting (maternity), sick, compassion, jury duty, voting, military and illness. Other special cases will always be considered on an individual basis by the Managing Director.

If an employee becomes aware of an infringement of VideoCentric's ethical and personnel policy, the issue should be raised immediately with their superior on a confidential basis.

VideoCentric also have Health & Safety, Environmental, Privacy and Security policies in place and can be viewed at www.videocentric.co.uk

Signature _____

Managing Director & Commercial/Contracts Manager, VideoCentric Ltd

Date: 1st January 2011