

Code of Conduct

for Members of the International Sports Travel Agencies (ISTAA)

The **Code of Conduct** explains the values and principles of the business. Instead of providing strict rules to follow, the **Code of Conduct** educates on how 'things are done' in the business. These codes attempt to empower the ISTAA Members by making them ethical decision makers. A code of conduct should reflect as far as possible the way that ISTAA Members do business, and also cover any issues of potential misunderstanding concerned with the trading style, and even the business philosophy. A code of conduct is a good way to state clearly the position of ISTAA on important subjects like equality, ethics, contracts, conflict of interest and duty of care. Often these matters get overlooked in the process of cooperation, buying and selling, only to surface later and cause problems because they've not initially been properly explained or understood. Solid and fair code of conduct is therefore important in order to establish a clear common understanding of expectations and deliverables between ISTAA Members.

Confidentiality

ISTAA Members are committed to maintaining the highest degree of integrity in all dealings with potential, current and past clients, both in terms of normal commercial confidentiality, and the protection of all personal information received in the course of providing the business services concerned. ISTAA extends the same standards to all Members, their customers, suppliers and associates.

Ethics

ISTAA Members undertake to always conduct services honestly and honourably, and expect clients and suppliers to do the same. ISTAA Members' advice, strategic assistance and methods imparted through training, take proper account of ethical considerations, together with the protection and enhancement of the moral position of clients and suppliers.

Duty of care

ISTAA Members' actions and advice will always conform to relevant law. ISTAA Members' businesses should avoid causing any adverse effects on human rights, the local and wider environments, and the well-being of society at large.

Due to the nature of sports travel businesses, ISTAA Members are required to always uphold the principle of fair play, avoid any dealings against the interests of other ISTAA Members and deliver services that were promised.

Contracts

Contracts between ISTAA Members will usually be in the form of a detailed proposal, including aims, activities, costs, timescales and deliverables. The quality of service and the value of the support provide the only true basis for continuity. ISTAA Members always try to meet clients' contractual requirements.

Fees

ISTAA Members' fees are always competitive and the rates in their offers are value for money. ISTAA members offer high quality, tailored, specialised service. ISTAA Members do not generally offer arbitrary discounts; generally a reduction in price is only enabled by reducing the level or extent of services to be delivered. ISTAA Members always try to propose solutions which accommodate clients' available budgets and timescales. Wherever possible, ISTAA Members agree fees and basis of charges clearly in advance, so that they and their clients can plan reliably for what lies ahead, and how it is to be achieved and financially justified.

Payment

ISTAA Members are duty-bound to always pay their bills on time, as stated in their agreements and likewise should expect payments to be made in accordance with the agreed terms.

Intellectual property and moral rights

ISTAA Members retain the moral rights in, and ownership of all their created intellectual property unless agreed otherwise in advance with each other. In return, they respect the moral and intellectual copyright vested in other parties' intellectual property.

Quality assurance

ISTAA Members maintain the high quality of their operation through constant ongoing review with clients of all aims, activities, outcomes and the cost-effectiveness of every activity. In the case of any low quality services, ISTAA Members always fulfil the losses.

Professional conduct

ISTAA Members are expected to conduct all of their activities professionally and with integrity. They must take great care to be completely objective in their judgement and in any recommendations that they give, so that issues are never influenced by anything other than the best and proper interests of ISTAA Members' clients. Furthermore, Members must take great care to ensure that they protect the good name of ISTAA in order not to bring the organisation into disrepute.

Equality and discrimination

ISTAA Members always strive to be fair and objective in their advice and actions, and are never influenced in decisions, actions or recommendations by issues of gender, race, creed, colour, age or personal disability.

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