

MSPA Americas Code of Ethics and Professional Standards for Independent Contractor Members

MSPA Americas is dedicated to improving service and promoting excellence in the mystery shopping industry. A fundamental aim of MSPA Americas is to ensure that the highest standards and ethics are maintained. To improve the value, reputation and stimulate the use of mystery shopping and other customer experience and merchandising services, it is important that your work output is accurately and professionally conducted within the business community and the public at large, while complying with applicable government laws, regulations and ordinances.

MSPA Americas expects its Independent-Contractor members to follow principles of honesty, professionalism, fairness and confidentiality to guard the interests of the public and the clients in order to promote good business practices.

The MSPA Code of Ethics and Professional Standards for its Independent-Contractor members is established to ensure that all MSPA Americas Independent-Contractor members conform to the following principles:

- Commit, in principle, to the purposes of the association in delivering excellence in the customer experience and retail services industries;
- Conduct your services in an honest and ethical manner;
- Conduct your services according to industry procedures and practices adopted by MSPA Americas, client standards and industry norms;
- Instill confidence in these industries and encourage public cooperation;
- Respect and treat with courtesy fellow MSPA Americas' members, clients, staff and the general public; and
- Refrain from intentionally publishing, via any medium, false or misleading comments or information, to a private entity or person, or publicly, referencing or regarding MSPA Americas, including its employees or representatives, MSPA Independent-Contractor members, MSPA member companies/MSPs or clients.

In addition, for your MSPA membership to remain in good standing, you need to agree to and comply with the following Rules of Ethical Conduct:

- I agree to perform all projects to the best of my ability;
- I agree to perform all projects with honesty and integrity;
- I agree to submit all project deliverables on or before the deadline;
- I agree to honor all confidentiality agreements;
- I agree to give immediate notice to the MSP if I (or my substitute, if permitted) cannot perform a project I committed to perform for any reason;
- I agree to return follow up calls or e-mails in a timely manner;
- I agree to keep paperwork and notes for at least 60 days in case questions arise by the client;
- I will not perform a project unless I have thoroughly read each question on the survey and the applicable project specifications;
- I will not falsify or misrepresent any information contained in a project deliverable I submit;
- I will not ask or encourage anyone to break confidentiality agreements with other

- firms for whom they conduct MSP assignments;
- I will not use any MSPA media to publish complaints against vendors, clients, independent contractors or MSPs;
 - I will not share the names of the clients that I am aware of that each MSP works with;
 - I will not share information with others on project fees and reimbursements for specific clients;
 - I will not share the results of a project with others in order to protect the clients' confidentiality;
 - I will not perform any projects under the influence of illegal drugs, or prescription drugs that might impair my abilities;
 - I agree not to become inebriated or drink beyond the legal limits set forth in my state or perform any other activity that may cause harm to myself or others while conducting a project;
 - I will not contact a client directly without approval of the MSP;
 - I will treat MSPA and MSP staff with respect and professionalism;
 - I will not disrupt the normal business flow of an operation in the process of performing a project (do not cause a scene);
 - I will not announce myself as a mystery shopper to the business being shopped unless given specific authorization to do so by the MSP;
 - I will not accept a project for a business that I, my family or friends work for without first disclosing such to the MSP to see if that is permitted;
 - I will not identify any MSP through which I obtained a client project as my "employer" on any forms (especially unemployment forms) if the MSP engages me for projects as an independent contractor; and
 - I will not conduct myself in an unbecoming manner, including treating employees or representatives of MSPA Americas, MSPA Independent-Contractor members, MSPA member companies/MSPs or clients, with disrespect (e.g., by the use of vulgar or obscene language), threats or any other type of abusive behavior, including intentionally publishing false or misleading comments or information, to a private entity or person, or publicly, referencing or regarding MSPA Americas, employees or representatives of MSPA Americas, MSPA Independent-Contractor members, MSPA member companies/MSPs or clients.

MSPA Americas' acceptance of your membership is at all times expressly conditioned on your acceptance and adherence to the most current version of this Code of Ethics and Professional Standards. It should be further understood that not conforming to this Code of Ethics and Professional Standards at any time, in the sole opinion of MSPA Americas, may result in the termination of any and all MSPA certification(s) and membership, and the forfeiture of all membership and certification fees paid. You expressly understand and agree to this as a required condition of membership.

MSPA Americas retains the right to revise this Code of Ethics and Professional Standards for Independent Contractor Members at any time. You are solely responsible for being aware of the most current version of this Code of Ethics and Professional Standards, which is available on the MSPA Americas website.