



## **Code of conduct for the European Confederation of Contact Centre Organisations (ECCCO) and its members**

### 1. Definitions

The Organisation (ECCCO) is an organisational entity in which people, technology and work processes are combined in order to bring about professional and interactive communication between the organisation and the different target groups. These target groups can contain consumers, citizens and partners inside or outside the confederation. Communication can be initiated by both parties.

By “we”, we mean the association and its members that sign this code of conduct.

By “customers” we mean the consumers, citizens or partners inside or outside the association that contact ECCCO or are contacted by the confederation.

### 2. Scope of application of the code of conduct

The code of conduct is intended for all institutions (associations, communities, individuals) and/or companies or sections of them that correspond to one or all of the definitions mentioned in point 1.

### 3. Explanation of principles

The parties that sign this code of conduct undertake to carry out their functions/ tasks in a professional manner in order to constantly improve the image, the quality and the impact of the European contact centre industry while paying full regard to the interests of all stakeholders:

- + the clients - internal and external - with whom we work;
- + the customers, in the widest sense of the term (customers, citizens, end users, etc.) of those internal and external clients and of the contact centres in which or for which they work
- + the staff through whom we carry on our business
- + the wider society within which we work
- + the shareholders and members of associations
- + the suppliers of goods and services
- + the contact centre industry as a whole

### 4. Respect for the Confederation

4.1. We fully endorse the principles of corporate social responsibility and ethical management.

4.2. As we are aware that it is difficult to describe all the aspects of ethically responsible management, we undertake to:

- + Check ourselves whether the activities we carry out on behalf of others - inside or outside the company - are ethically responsible and unobjectionable.
- + On request from an audit committee that may monitor compliance with this code of conduct, indicate how we guarantee ethical management in our contact centre. (The composition and operation of this audit committee has to be described into internal regulations of ECCCO.)

4.3. We are an integral part of the socioeconomic structure in our country and our regions, and we undertake to comply with the socioeconomic, legal and tax obligations.

4.4. We do not take part, either directly or indirectly, in objectionable or dubious practices, such as:

- + Money laundering and/or fraudulent transactions
- + Pyramid sales and/or pyramid games
- + Promotion or support of products, services and set of ideas that could be considered racist or intolerant.

#### 5. Respect for the contact centre industry

5.1. We undertake not to discredit the good name and reputation of the contact centre industry in any way. On the contrary, we undertake to do everything within our power to promote the industry as a whole in a professional manner.

5.2. In contacts with each other and with others, we undertake to always communicate respectfully about the industry and about professional parties active in the industry.

#### 6. Respect for our members

6.1. We guarantee our members that we will carry out the tasks entrusted to us honourably and conscientiously, in order to fulfil the commitments we have concluded, with respect for the aims, the confidentiality obligations and the intellectual property of the knowledge they bring within the association.

6.2. We undertake to communicate with our members about the activities carried out, the related costs and the quantitative and qualitative results in a timely, clear and unambiguous way.

6.3. We ensure that the ownership of the data that our members make available to us is respected and guarantee the competent representatives of the member association will have full access to the original data supplied.

6.4. We guarantee the member's competent representatives full access to data that has been newly acquired via our activities, insofar as this is not in conflict with existing privacy legislation.

6.5. We guarantee the protection of provider data and to deploy all the necessary physical and structural means in order to ensure the privacy and confidentiality of this data.

6.6. We take sufficient steps in order to protect the data that we receive from members against break-ins and theft (electronic forms included) and against loss or destruction. This means that the ICT systems on which we use this data are built, protected and backed up in a professional manner and that we can provide our members with the necessary documentation and evidence at any time at their request.

#### 7. Respect for the individuals, companies and institutions with which we have contact

7.1. We will approach the individuals, companies and institutions with which we have contact when carrying out our activities in a respectful and professionally responsible manner.

7.2. In contacts with consumers, companies and institutions we will always clearly state the aim of the contact. Furthermore, we inform consumers of any (telephone) costs, the name of the contact person and the name of the company or institution on behalf of which the contact is being made.

7.3. For incoming requests for information, we will always give priority to solving the question in hand and will not misuse our answer as a means of pressure to promote other services or products.

#### 8. Compliance with the contact centre code of conduct

8.1. In our capacity as professionals, we undertake not to recommend or implement any strategies, practices or solutions that could conflict with this code of conduct in general.