

# Member Code of Conduct



Final version approved ADVP Exec 7th September 2026

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## Introduction

This is the **ADVP Member Code of Conduct**. It aligns membership conduct with ADVP's ambition to represent the UK's trusted digital verification industry, champion privacy, security and consumer choice, and act as a credible industry voice with government and other stakeholders.

It also reflects the uploaded Vision and Mission, including ADVP's objectives of increasing the addressable market, strengthening members' services, sharing domain expertise, reducing delivery risk and undertaking work through defined, time-bound projects governed by the STO Matrix. The STO Matrix specifically calls for ADVP to be recognised as the domain expert body for trusted verification services, transactions and events; to protect citizens' human and legal rights; to support effective certification; and to establish a core Code of Conduct.

## How will ADVP and its Members use it?

**ADVP believes this will be useful strategically over the long term** as we grow but also to **give reassurance to our stakeholders in Government** and across our networks across civil society and industry.

**It explains how we work and why.** We could publish online if need be and then enable linking to specific sections.

The Infographic is really for internal at this time just to try and represent the Code of Conduct in the context of the ADVP vision and mission and its work plan set out in the STO Matrix. A single image

**Members may wish to explain to customers and team members how ADVP works, what it is working on and why.** Members may wish to nominate someone to take part in a working group or specific task which makes it easier to

set out the basis of that participation which makes onboarding and workplan catch up easier to ensure we move forward not back.

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**It also sets out transparently everyone's expectations of each other in the context of ADVP Membership and collaboration** ensuring we operate within the law in terms of collaboration.

**It may be a useful thing for Members ISMS records along with how ADVP Memberships fits into evidence in certifications.**

## Member Code of Conduct Status

**Status:** Approved 7th September 2026 by ADVP Exec Members **Applies to:** ADVP Member organisations, their nominated representatives, ADVP Executive members, working-group participants, advisers, secondees and invited contributors

**Review cycle:** At least annually

**Document owner:** ADVP Executive

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## 1. Our shared commitment

Membership of the Association of Digital Verification Professionals is both a benefit and a shared responsibility.

ADVP brings together organisations and professionals with substantial expertise in digital identity, identity and attribute verification, fraud prevention, privacy, security, certification, assurance, interoperability and trusted digital services.

Through ADVP, Members can achieve collectively what may be difficult to achieve individually. They can:

- contribute to the development of effective policy, legislation, regulation and Trust Frameworks;
- increase confidence in digital verification services;
- expand the range of trusted digital use cases;
- improve the quality, interoperability and adoption of Members' services;
- share expertise and evidence;
- influence government and other strategic stakeholders;
- reduce risks for citizens, organisations and the wider digital economy; and
- strengthen their own capabilities, reputation and market opportunities.

This Code establishes the behaviours that make that collaboration possible.

Members commit to working constructively, lawfully and professionally in a manner that protects:

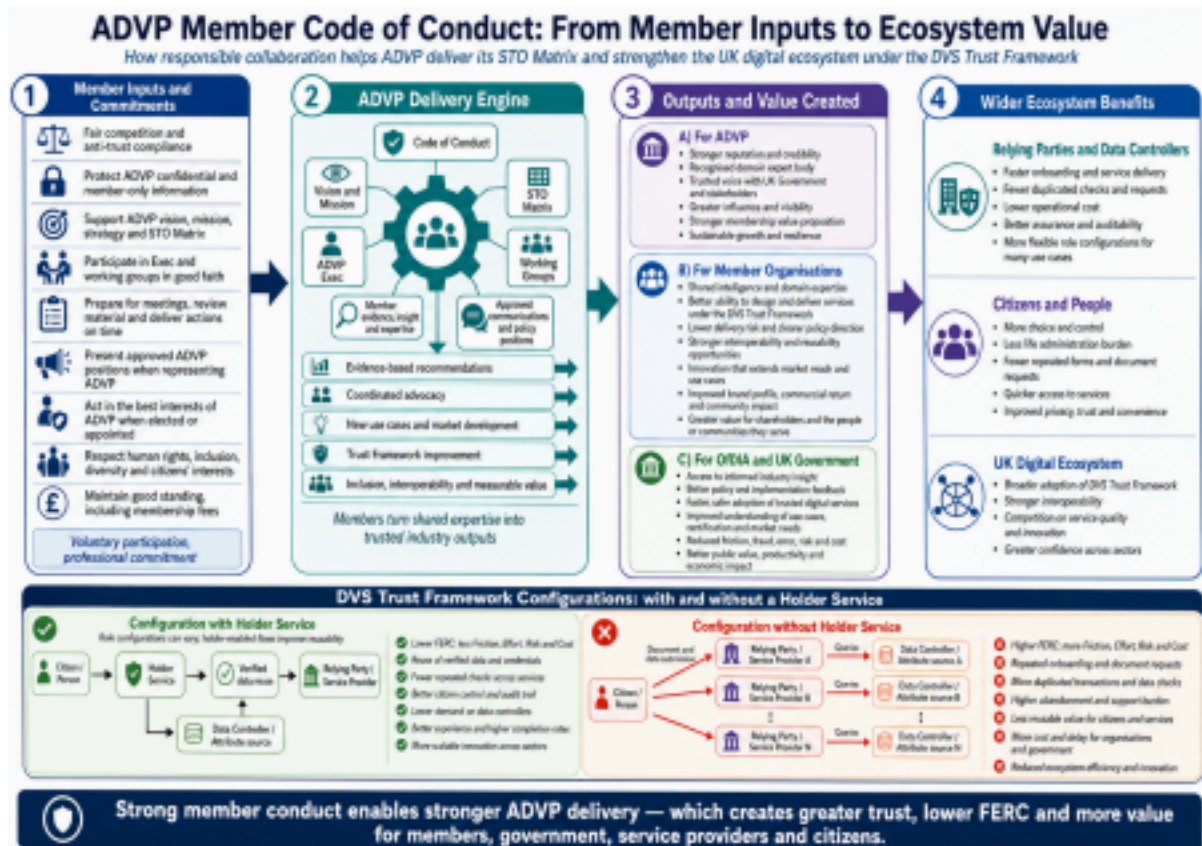
- the vision, mission and strategy of ADVP;
- ADVP's independence, integrity and reputation;
- fair and effective competition;
- the confidentiality of ADVP and its Members;
- the rights, interests and safety of people using digital services; and
- the value created by Members contributing their time, expertise and experience.

The infographic below seeks to present this in the form of Member inputs right the way through to Ecosystem Value for all stakeholders

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## 2. Purpose of the Code

The purpose of this Code is to:

1. create a trusted environment in which Members can collaborate effectively;
2. protect ADVP and its Members from legal, regulatory, commercial and reputational risk;
3. ensure that ADVP positions are evidence-based and consistent with its agreed vision, mission, strategy and STO Matrix;
4. support productive participation in the ADVP Executive and working groups;
5. distinguish between personal, organisational and ADVP positions;
6. protect ADVP confidential information, intellectual contribution and work products;
7. uphold fair competition and prevent actual or perceived market manipulation;
8. promote inclusion, mutual respect and professional behaviour; and
9. provide fair and proportionate arrangements for addressing breaches.

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This Code supplements the ADVP Articles of Association, membership terms, working-group terms of reference and other policies adopted by ADVP. Where this Code conflicts with the Articles of Association or applicable law, the Articles and applicable law will prevail.

## 3. Scope and responsibility

Each Member organisation is responsible for ensuring that every person representing it within ADVP:

- has read and understood this Code;
- is authorised to represent the Member;
- understands when information is confidential;
- understands the requirements of UK competition law;
- acts within any authority delegated to them;
- declares relevant conflicts of interest; and
- complies with decisions and participation requirements established by ADVP.

Member organisations remain accountable for the conduct of their representatives.

This Code applies to conduct occurring:

- during formal ADVP meetings;
- during working-group and Executive activity;
- in emails, messaging channels and collaborative workspaces; • at conferences, social events and informal gatherings connected with ADVP;
- in communications with government, regulators, certification bodies, the media or other stakeholders;
- on social media; and
- wherever a person represents, or may reasonably be understood to represent, ADVP.

## 4. Acting in support of ADVP

Members may bring different experiences, business models, technical approaches and policy perspectives to ADVP. Constructive challenge and informed debate are encouraged.

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Members will nevertheless:

- act consistently with ADVP's agreed vision, mission and strategy; • support the priorities established through the ADVP STO Matrix and approved work programme;
- distinguish clearly between their own organisation's position and an agreed ADVP position;
- avoid conduct intended to obstruct, undermine or frustrate agreed ADVP activity;
- respect decisions reached through ADVP's governance arrangements; • avoid using ADVP primarily to advance a narrow commercial interest at the expense of ADVP or the wider membership; and
- disclose where an organisational interest could materially influence their contribution.

A Member is not required to abandon its own legitimate organisational position. However, when representing ADVP, the Member or its representative must present the approved ADVP position accurately and in full.

Where a Member cannot support or communicate an approved ADVP position, it must:

1. inform the ADVP Chair or relevant working-group lead;
2. refrain from representing ADVP on that matter; and
3. avoid publicly presenting its disagreement in a manner that implies internal ADVP endorsement or brings ADVP into disrepute.

## 5. Competition law and anti-trust conduct

### 5.1 Core principle

ADVP is a forum for legitimate industry collaboration, not a mechanism for coordinating Members' independent commercial behaviour.

ADVP and its Members must comply with the Competition Act 1998 and all other applicable competition and anti-trust laws. The Competition and Markets Authority makes clear that both a trade association and its members may face serious consequences where an association is used to create or encourage an infringement of competition law.

Each Member must continue to make its commercial decisions independently.

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### 5.2 Prohibited discussions and conduct

Members must not use ADVP activity, meetings, systems or relationships to discuss, exchange, agree, recommend, signal or coordinate competitively sensitive matters, including:

- current or future prices, price ranges, fees, discounts or pricing intentions;
- profit margins, cost structures or commercially sensitive unit costs; •
- proposed changes to commercial terms;
- customer-specific pricing or contractual arrangements;
- allocation of customers, sectors, territories, services or use cases; •
- whether or how a Member intends to bid for a contract or procurement; •
- the content or price of current or future bids;
- agreements not to bid or to submit coordinated bids;
- production, transaction volumes, capacity or output restrictions;
- current or future sales targets;
- non-public market share information;
- confidential product roadmaps or investment plans;
- plans to enter or withdraw from a market;
- agreements to exclude, boycott or disadvantage a supplier, customer, competitor or prospective Member;
- collective refusal to deal;
- coordinated recruitment restrictions, wage fixing or agreements not to recruit one another's staff;
- commercial strategies concerning particular customers or competitors; or

- any other information that could reduce commercial uncertainty between actual or potential competitors.

Members must not seek competitively sensitive information from another Member, even where the other Member has not expressly marked the information as confidential.

### 5.3 Market data and evidence

ADVP may collect, analyse and publish market evidence where this supports its legitimate objectives. Any such activity must be designed to prevent the disclosure of competitively sensitive information.

Where appropriate:

- information should be aggregated;
- individual organisations should not be identifiable;

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- data should be sufficiently historic;
- access to raw data should be restricted;
- an independent person or controlled process should be used to collate information;
- publication thresholds should prevent reverse engineering; and • competition-law advice should be obtained before sensitive exercises begin.

Member surveys must not request information that is unnecessary for the stated purpose.

### 5.4 Meetings and events

Every formal meeting at which commercially active organisations participate should have:

- a defined purpose;
- a circulated agenda;
- an identified Chair or facilitator;
- an appropriate record of decisions and actions; and

- sufficient controls to prevent prohibited discussions.

If a competitively sensitive subject is raised, the Chair must stop the discussion immediately.

A Member who becomes aware of an inappropriate discussion must:

1. object clearly;
2. ask for the objection to be recorded;
3. leave the meeting or conversation if the discussion continues; and 4.
- report the matter promptly to the ADVP Chair, Secretary or another appropriate Executive member.

These requirements apply equally to informal discussions, private messages, social gatherings and conversations taking place before or after an ADVP meeting.

## 5.5 Standards and certification

Members may collaborate on Trust Frameworks, interoperability, assurance, certification and good practice where that work supports trust, safety, quality and public benefit.

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Such work must not:

- be used to exclude legitimate competitors unfairly;
- create unnecessary or discriminatory barriers to market entry;
- favour an individual Member's proprietary solution without objective justification;
- prevent Members from innovating or competing independently; or
- turn voluntary guidance into coordinated commercial behaviour.

Standards, recommendations and admission criteria should be transparent, proportionate, non-discriminatory and based on objective requirements.

## 6. Confidentiality and responsible information sharing

### 6.1 ADVP information classifications

ADVP information may be classified as:

- **Public:** approved for unrestricted external use.
- **Member internal:** available to Members but not intended for general publication.
- **Confidential:** restricted to named participants, groups or Members.
- **Restricted or legally privileged:** subject to enhanced controls and only available to specifically authorised people.
- **Embargoed:** approved for publication only after a specified date or event.

Where no classification is stated, Members must consider the context and seek clarification before sharing the information externally.

## 6.2 Member obligations

Members must:

- protect Member-internal, confidential, restricted and embargoed material;
- use the information only for the purpose for which it was provided;
- limit internal circulation within their organisation to people with a legitimate need to know;
- apply appropriate technical and organisational security controls;
- avoid copying information into unauthorised systems;
- report suspected loss, unauthorised disclosure or misuse promptly; and ADVP

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- return, delete or securely dispose of information when requested.

Confidentiality obligations continue after a representative leaves a working group or after an organisation ceases to be an ADVP Member.

## 6.3 Membership of other associations

ADVP recognises that its Members may also belong to other trade bodies, professional associations, standards groups, alliances, networks and policy organisations.

Such participation can be valuable and is not discouraged. However, some of those organisations may:

- operate in areas overlapping with ADVP;
- compete with ADVP for Members, influence or recognition;
- develop positions on the same policy matters; or
- seek to use ADVP analysis, relationships or work products.

Members must therefore not:

- share ADVP internal or confidential information with another membership organisation without authorisation;
- use participation in ADVP to obtain material for the benefit of another organisation;
- provide another organisation with advance knowledge of ADVP strategy, communications or government engagement;
- permit another organisation to present ADVP work as its own;
- reproduce or adapt ADVP materials without permission;
- disclose the views or contributions of individual Members without consent; or
- use ADVP positions, evidence or work products without appropriate acknowledgement.

Where an approved ADVP position or publication is used externally, ADVP must be clearly and appropriately credited.

Members who hold governance, advisory or representative roles in another organisation operating in an overlapping area must declare that role where it could create an actual, potential or perceived conflict.

## **7. Conflicts of interest**

Members and representatives must disclose any interest that could reasonably be regarded as affecting their independence or judgement in ADVP activity.

Relevant interests may include:

- a direct commercial interest in the outcome of a discussion; • relationships with suppliers, customers or competitors affected by the work;
- roles in another trade body or representative organisation;
- government, regulatory or certification appointments;
- ownership of relevant intellectual property;
- involvement in a procurement or competitive tender;
- financial interests;
- legal disputes; or
- personal relationships that could affect impartiality.

Declaring an interest does not automatically prevent participation. The Chair or working-group lead may determine that the person can:

- participate fully;
- contribute factual information but not take part in a decision;
- withdraw for part of the discussion;
- refrain from accessing particular material; or
- take no part in the matter.

Executive members must not participate in decisions concerning a complaint or matter in which they have a material conflict.

## **8. ADVP Executive responsibilities**

Members elected, appointed or co-opted to the ADVP Executive hold a position of trust.

Executive members will:

- act in the best interests of ADVP;
- support its vision, mission, strategy and STO Matrix;
- exercise independent judgement;
- exercise reasonable care, skill and diligence;

- protect ADVP's assets, information, relationships and reputation; •
- avoid using their position primarily to benefit their own organisation; •
- declare and manage conflicts of interest;
- prepare properly for meetings;
- complete agreed actions;
- respect collective decisions;
- protect confidential discussions;
- ensure ADVP operates lawfully and transparently; and
- consider the interests of the membership and wider stakeholders.

The ADVP Articles already contemplate action where a Board or Committee member seriously or persistently breaches the Code, acts in a manner detrimental to ADVP, or seriously disrupts or obstructs its work.

Executive service must not be used:

- to secure preferential commercial access;
- to obtain confidential information about another Member;
- to control ADVP policy for the benefit of one Member;
- to exclude legitimate Member perspectives; or
- to imply that ADVP endorses a Member's products or services.

## **9. Working-group participation**

### **9.1 Strategic value of working groups**

ADVP working groups are an important means of delivering ADVP's vision, mission, strategy and STO Matrix.

Working groups enable Members to combine expertise, develop evidence, respond to policy, identify new use cases, improve Trust Frameworks and produce outputs that benefit the membership and wider digital ecosystem.

Participation is voluntary. Once a Member accepts a role, however, it is making a professional commitment to the other participants and to ADVP.

### **9.2 Participant commitments**

Working-group participants commit to:

- understand the approved scope, objectives, plan and timetable;
- prepare for meetings;

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- review papers and drafts in advance;
- attend consistently or provide reasonable notice of absence;
- contribute constructively and within their expertise;
- provide requested responses within agreed timescales;
- deliver actions and work products they have accepted;
- raise capacity constraints as early as possible;
- respect the contributions and time of other participants;
- avoid repeatedly reopening settled matters without substantial new evidence;
- maintain confidentiality; and
- support the production of a coherent ADVP output.

A Member should not accept an action where it does not have a reasonable expectation of completing it.

Where circumstances change, the participant must notify the working-group lead so that the action can be rescheduled, reassigned or removed.

## 9.3 Working-group plans

Each working group should have a visible and accessible:

- purpose and scope;
- relationship to the STO Matrix;
- expected outputs;
- membership and lead;
- timetable and milestones;
- action log;
- decision log;
- confidentiality classification;
- competition-law reminder; and
- approval and publication route.

## 9.4 Decision-making

Working groups will seek to make decisions through **consensus and consent**.

For this purpose:

- **Consensus** means that participants have worked towards a broadly supported position.
- **Consent** means that no participant has identified a reasoned and ADVP Ltd,

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material objection demonstrating that the proposal would conflict with ADVP's vision, mission, strategy, agreed scope or legal obligations.

Consent does not require every participant to regard the proposal as their preferred option.

A working group should:

1. hear relevant perspectives;
2. distinguish evidence from organisational preference;
3. identify and address material objections;
4. document significant reservations; and
5. determine whether the proposed decision remains aligned with ADVP's objectives.

Where consensus or consent cannot be reached, the working-group lead may refer the matter to the ADVP Executive for resolution.

The ADVP Executive's decision will be final for the purposes of the working-group output, subject to the Articles of Association and any matter reserved to Members in general meeting.

## 10. Communications and representation

### 10.1 Approved ADVP communications

Only authorised people may communicate on behalf of

ADVP. Communications made on behalf of ADVP must:

- reflect an approved position;
- be accurate and evidence-based;
- be consistent with ADVP's vision, mission and strategy;
- respect confidentiality and embargoes;
- avoid misleading claims;
- acknowledge uncertainty where it exists;

- avoid unjustified criticism of a Member, stakeholder or competitor;
- protect ADVP's brand and reputation; and
- be approved through the appropriate process.

This applies to:

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- consultation responses;
- policy papers;
- letters to ministers or officials;
- parliamentary submissions;
- media statements and interviews;
- conference presentations;
- website and social-media content;
- briefings;
- published research;
- statements to regulators or certification bodies; and
- communications with other associations.

### **10.2 Personal and organisational views**

Members remain free to communicate their own views.

Where those views differ from an ADVP position, the Member must make clear that it is speaking:

- personally; or
- on behalf of its own organisation,

and not on behalf of ADVP.

Use of an ADVP title, role or affiliation must not create a false impression that the communication has been approved by ADVP.

### **10.3 Government engagement**

ADVP seeks to be a thought leader, trusted adviser and representative voice for the digital verification industry in its engagement with UK Government,

Parliament, regulators, public bodies, civil society and international stakeholders.

Members representing ADVP in such engagements must:

- use agreed messages and evidence;
- disclose their ADVP role;
- avoid promoting their own organisation's products unless specifically relevant and authorised;
- record significant commitments or requests;
- report material outcomes to ADVP;
- avoid committing ADVP to a position or course of action without authority;

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and

- protect the trust placed in ADVP as an independent representative body.

### 10.4 Corrections

Where a Member becomes aware that an ADVP communication is materially inaccurate or misleading, it must raise the matter promptly.

ADVP will correct significant errors transparently and without unreasonable delay.

## 11. Professional standards, certification and assurance

Many ADVP Members operate complex verification services and are required to demonstrate compliance with standards, certification schemes and specific Trust Frameworks.

Members will:

- represent their certification and assurance status accurately; • not claim certification that has expired, been suspended or does not cover the service being described;
- cooperate honestly with relevant audit and assurance processes;

- avoid misleading comparisons with other Members;
- maintain appropriate security, privacy, governance and risk-management arrangements;
- notify ADVP where a loss or change of certification could materially affect work undertaken on behalf of ADVP; and
- support high professional standards across the industry.

Membership of ADVP does not itself constitute certification, regulatory approval or endorsement of a Member's products.

Members must not imply otherwise.

## 12. Human rights, inclusion and public interest

ADVP's work must respect the human and legal rights of people who use, or may be affected by, digital verification services.

Members will promote approaches that are:

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- lawful;
- safe and secure;
- privacy respecting;
- accessible;
- inclusive;
- interoperable;
- proportionate;
- transparent;
- user-centred; and
- capable of providing meaningful choice and control.

Members must consider the needs of people who may:

- lack conventional identity documents;
- have limited digital skills;
- lack access to suitable devices or connectivity;
- require reasonable adjustments;
- be at risk of exclusion, discrimination, coercion or fraud;

- require supported or delegated access; or
- experience particular barriers when accessing essential services.

ADVP includes predominantly commercial organisations as well as third-sector and purpose-driven participants. Commercial sustainability, public benefit and social purpose should be treated as capable of reinforcing one another.

No participant may engage in:

- unlawful discrimination;
- harassment;
- bullying;
- intimidation;
- personal abuse;
- retaliation;
- demeaning or exclusionary conduct; or
- behaviour that creates an unsafe or hostile environment.

Disagreement must address the issue and evidence, not the character or motives of another participant.

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### **13. Diversity and effective participation**

ADVP seeks to draw on the widest relevant range of Member knowledge and experience.

When establishing its Executive, delegations, panels, events and working groups, ADVP will seek, where reasonably practicable, to achieve diversity across:

- Member organisations;
- organisation size and business model;
- sectors and use cases;
- professional disciplines;
- technical and non-technical expertise;

- commercial and third-sector perspectives;
- lived experience;
- geography; and
- protected and under-represented groups.

Participants will:

- allow others a reasonable opportunity to contribute;
- avoid dominating discussions;
- use accessible language where possible;
- explain specialist terminology;
- respect different forms of expertise;
- provide materials with sufficient time for meaningful review; and
- conduct meetings efficiently and with regard to Members' time.

Working-group and meeting leads should actively manage participation so that recommendations are informed by a strategic range of perspectives rather than only the most vocal participants.

## **14. Membership in good standing**

A Member may participate in ADVP activities where it remains in good standing.

Good standing includes:

- payment of membership fees when due;
- continued eligibility for the relevant membership category;
- compliance with this Code and the Articles of Association;

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- maintenance of accurate Member and representative information;
- responsible use of ADVP information and branding; and
- cooperation with reasonable governance requirements.

The Articles provide that annual subscriptions are payable by Members and that membership may cease where the required payment is not made by the date specified.

ADVP may restrict access to Member-only activities, information, voting,

representative roles or working groups where an organisation is not in good standing.

## **15. Legal, regulatory and reputational matters affecting Members**

ADVP recognises that allegations, investigations and legal proceedings do not themselves establish wrongdoing.

However, a Member must confidentially notify the ADVP Chair or another appropriate Executive member where a legal, regulatory, certification or other matter:

- is directly relevant to the Member's digital verification activities; • could materially affect the Member's ability to fulfil an ADVP role; • could create a significant conflict of interest;
- could materially damage ADVP's reputation if the Member continued to represent ADVP; or
- is likely to become public and materially associated with ADVP. ADVP

will assess each situation fairly, proportionately and confidentially.

Pending resolution, the ADVP Executive may require a representative temporarily to:

- refrain from speaking on behalf of ADVP;
- step back from a particular working group;
- relinquish access to specified information;
- recuse themselves from relevant decisions;
- step back from an Executive or representative role; or
- suspend participation in specified ADVP activities.

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Any interim measure:

- is protective rather than punitive;
- does not imply a finding of wrongdoing;

- should be limited to what is reasonably necessary;
- should be reviewed periodically; and
- should end when no longer justified.

## **16. Use of ADVP name, brand and work products**

Members may state accurately that they are an ADVP Member while their membership remains current and in good standing.

Members must not:

- imply that ADVP endorses a particular product, service or commercial claim;
- use ADVP branding in a misleading manner;
- alter the ADVP logo or approved Member mark without permission; • register names, domains or social-media accounts that could be confused with ADVP;
- publish draft ADVP material without approval;
- claim sole authorship of collaborative ADVP work;
- remove ADVP acknowledgements or provenance;
- use ADVP confidential material to create a competing publication or service; or
- present an ADVP relationship as regulatory approval or certification.

The status and permitted use of each work product should be agreed when the work is commissioned. Contributors will receive appropriate recognition, but publication and external use will be controlled through ADVP's approval arrangements.

## **17. Raising concerns**

A person who reasonably believes that this Code may have been breached should raise the concern promptly with:

- the ADVP Chair;
- the ADVP Secretary;
- the relevant working-group lead; or

- another Executive member where the concern involves one of those people.

Concerns should include, where available:

- the conduct in question;
- when and where it occurred;
- who was involved;
- relevant documents or communications;
- any immediate risk to ADVP, Members or stakeholders; and
- whether urgent protective action may be required.

Reports must be made honestly and in good faith.

No Member may retaliate against a person for:

- raising a genuine concern;
- declining to participate in unlawful conduct;
- reporting a competition-law risk;
- participating in an investigation; or
- providing evidence honestly.

Knowingly false, malicious or deliberately misleading complaints may themselves constitute a breach of this Code.

## **18. Addressing possible breaches**

### **18.1 Principles**

Concerns will be handled in accordance with:

- fairness;
- proportionality;
- confidentiality;
- appropriate independence;
- an opportunity to respond;
- avoidance of conflicts of interest;
- timely resolution; and
- protection of ADVP and its stakeholders.

### **18.2 Initial assessment**

The ADVP Executive, or an appropriately delegated and conflict-free person, may first determine:

- whether the matter falls within this Code;
- whether immediate protective measures are required;
- whether informal resolution is appropriate;
- whether specialist legal, regulatory or competition advice is needed; and
- the appropriate investigation and decision-making process.

### **18.3 Response by the Member**

Before a final adverse decision is made, the affected Member or representative should normally receive:

- sufficient information about the concern;
- a reasonable opportunity to provide a written response;
- an opportunity to identify relevant evidence; and
- an explanation of the possible outcomes.

Exceptions may be required where disclosure would breach the law, compromise legal privilege, expose a whistleblower improperly or prejudice an external investigation.

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### 18.4 Outcomes

Depending on seriousness, impact, intent, recurrence and cooperation, outcomes may include:

- no further action;
- advice or guidance;
- facilitated resolution;
- additional training;
- a requirement to correct or withdraw a communication;
- an apology;
- a formal warning;
- removal from a specific activity or representative role;
- removal as a working-group lead;
- restriction of access to confidential information;
- temporary suspension from working groups or ADVP communications;
- suspension from speaking on behalf of ADVP;
- removal or suspension from the Executive, Board or Committee in accordance with the Articles;
- restriction or suspension of Member participation;
- referral to Members in general meeting where required by the Articles; • termination or cessation of membership where permitted by the Articles and applicable law; or
- referral to an appropriate regulator, law-enforcement agency or other authority.

Competition-law concerns may require immediate intervention and independent legal advice.

### 18.5 Final responsibility

The ADVP Executive is responsible for protecting ADVP's reputation, integrity and proper operation and will have final responsibility for decisions made under this Code.

Where the Articles require a decision or procedure involving the Board, Committee or Members in general meeting, that procedure will be followed. In particular, the Articles contain specific arrangements for complaints involving

Board and Committee members and for suspension or cessation of those roles.

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## **Member Code of Conduct**

Final version approved ADVP Exec 7th September 2026

A person involved in the subject matter of a complaint must not participate in determining its outcome.

### **19. Review and continuous improvement**

This Code will be reviewed:

- at least annually;
- following a material change in law or competition guidance;
- following significant changes to ADVP's governance or strategy;
- where experience identifies an ambiguity or weakness; or
- following a significant breach or near miss.

Members may propose improvements to the Code.

Changes will be communicated to Members and, where appropriate, accompanied by guidance, training or revised participation procedures.

### **20. Member commitment**

By joining or continuing to participate in ADVP, each Member organisation commits to:

contribute its expertise in good faith; compete independently and fairly; protect ADVP and Member confidences; respect human and legal rights; support approved ADVP positions when representing the Association; honour the time and contributions of other Members; and act in a manner that strengthens ADVP as a trusted, inclusive and effective representative body.

Through this commitment, ADVP membership becomes more than an organisational affiliation. It becomes a practical means of:

- extending each Member's knowledge and influence;

- developing stronger and more interoperable services;
- reducing shared risks;
- creating trusted relationships;
- expanding responsible market opportunities; and
- contributing to a secure, inclusive and trusted digital ecosystem. ADVP Ltd, All