

# *Fall 2008 - EnPRO 354 eMotion Code of Ethics*

## **Overarching Canon**

eMotion Corporation will connect those who are physically separated but emotionally bonded in a responsible and safe manner. This means all eMotion employees will respect the privacy of all customers, as a majority will be minors. This includes speaking directly with their parents, receiving parental approval to speak with these minors, and keeping all research participant identities anonymous. Most importantly, eMotion will operate in regards to all applicable federal, state, and local laws.

## **1. Law**

- Canon: eMotion shall strive toward safe practices that meet and exceed all relevant federal, state, and local laws.
- Pressure 1: Breaking legal manufacturing procedures is a pressure for our firm. An unethical solution might include unsafe materials, processes, or labor usages to complete a project at reduced cost. This decision would be brought on by stiff competition where ethically unattainable cost advantages might seem like the only solution.
- Pressure 2: High demand for eMotion's products could lead to unethically sound business decisions such as labor exploitation and the usage of inferior components or the lax regard of defective parts.
- Risk 1: The risks associated with the above pressures include utilizing components that contain levels of toxins above the legal limit and engaging in child labor abuses.
- Measure: eMotion shall create an anonymous tip line and post all relevant legal requirements for all employees to see. They will be encouraged to report unethical practices of any type within our core business activity. All eMotion staff and partners will be informed of the company's position on ethical issues to minimize any ambiguity related to the ethics and law.

## **2. Contracts**

- Canon: eMotion shall observe all terms and conditions through established suppliers and purchasers unless these conditions are in direct violation with any ethical standards or federal, state, and local law.
- Pressure 1: There is a pressure to secure deals to ensure the growth of eMotion through a steady supply of materials and a broad network of distributors.
- Pressure 2: There is a cost benefit to securing contracts using bribery in order to guarantee sales of our products to distributors and other resellers.

- Risk 2: In an attempt to grow rapidly, there is the risk that eMotion will engage in unfair contract entry through bribes or other under the table deals to get products on shelves in major retailers.
- Measure: eMotion will require at least 3 employees to review and internally countersign each contract prior to it being given out. This will limit contracts that are not in congruence with our corporate vision or current capabilities from being entered unfairly

### 3. Community

- Canon: eMotion shall strive to minimize its production and distribution impact on public well-being by partnering with relevant agencies in the communities we serve.
- Pressure 1: Production cost reduction needs might force the company to evaluate all available options for product and distribution components.
- Risk 1: There is a risk of utilizing non-biodegradable packaging materials in the distribution of eMotion products, damaging the communities served.
- Risk 2: Components that may be hazardous to people and cause damage to the natural environment.
- Measure: Require that all portions of the eMotion offering comply with minimalization techniques in packaging to reduce both our costs and environmental impacts, as well as ensure all related components are sufficiently durable.
- Pressure 1: eMotion seeks to produce a product that tween girls will find fun and engaging to create a sustainable revenue stream to ensure company survival.
- Risk 1: There is a risk that the first product, the BFF<sup>3</sup> Necklace, could be a distraction to the tween learning environment at school, which is where much of their socialization consistently occurs.
- Risk 2: The necklace could become a point of jealousy among friends, if one girl in a group of friends receives a disproportionately large number of messages compared with her friends.
- Measure: These potential risks are mitigated through the actual BFF<sup>3</sup> offering. In regards to inappropriate usage, the necklace is equipped with an on/off switch so the tween has the opportunity to responsibly use the device, much like a cellular phone. In regards to the necklace being a source of dispute among friends, the related BFF<sup>3</sup> website has a whole section dedicated to promoting healthy relationships and self-esteem.