



ACID MEMBER CODE OF CONDUCT

Please read and understand this document before completing your membership application.

STATEMENT OF INTENT

This Code of Conduct contains a framework of values, with the intention of providing the public with assurances as to the integrity of the designs and conduct of all members of ACID. Members are expected to comply with both the letter and spirit of the Principles of Conduct set out below.

PRINCIPLES OF CONDUCT

- Members shall promote and maintain ethical standards of conduct and at all times deal fairly and honestly with the public and with the business community. Members shall at all times act in a professional manner and shall not engage in practices which would bring the design industry or ACID into disrepute.
- Members shall ensure that their designs and products conform with all relevant laws and regulations and that their employees and agents are fully aware of all such laws and regulations.
- Members will not deliberately or knowingly copy the designs, products, name or trading style of another company or business. Members will not engage in any practice or activity which unfairly competes with the business or is detrimental to the goodwill or reputation of another company or business.
- In the event that a dispute arises between a member and one or more other ACID members concerning the origin, ownership or integrity of one or more designs or products, members agree to submit to the ACID Mediation Scheme (or another similar scheme approved by ACID) and to attend at least an initial session of no less than three hours in an attempt to resolve the dispute. This will not prevent ACID members seeking urgent interim relief in appropriate circumstances. In such cases, ACID should be notified that such steps are to be taken.

**Whilst it is intended that disputes between members will be minimal as all members are expected to comply with these Principles of Conduct, it is recognised that disputes may arise unintentionally between members. Mediation is a means by which members can attempt to resolve disputes with other members amicably and with a minimum of cost. The process is informal, confidential and is conducted without legal advisers before a single Mediator experienced in intellectual property disputes. In particular, the process is without prejudice to either member's rights in the event that the dispute cannot be resolved and litigation becomes inevitable. Full details of the ACID Mediation Scheme are available by phoning the ACID Membership Office on +44 (0)845 644 3617.*

PRIVACY AND DATA PROTECTION

Any personal data relating to you will only be used by us in accordance with the Data Protection Act 2018. Such personal data will be collected and processed by us or our agents/service providers for the purpose of registering your application with ACID, providing you with the benefits of ACID membership and facilitating any transactions which you may enter into with us.

We may also make use of such data for administration purposes and future enhancement of our services to meet your needs as well as our marketing, advertising and promotional purposes, which may include sharing the data with our agents/service providers or marketing companies.

From time to time we may want to share this data with other reputable companies or partnerships both within and outside the European Economic Area (EEA) so as to maximize the benefit of your membership under ACID but will only do so in compliance with the Data Protection Act 2018. We or they may wish to contact you with regard to any of the above by fax, phone, e-mail or post. If you object to the use of your data in any of the ways we have mentioned here and/or you object to us contacting you by any of the methods referred to above then please follow the process set out in our [privacy policy](#).

You have the right to ask us for a copy of the information we hold on you and to correct any inaccuracies.