

Code of Conduct

The HESP Alliance is an industry organization that brings together streaming video vendors and media companies with the goal of providing superior online video quality of experience at reduced cost through standardizing and advancing the High Efficiency Streaming Protocol (HESP) and promotion of HESP solutions.

To help fulfill its mission, the HESP Alliance has adopted this Code of Conduct. The HESP Alliance recognizes the importance of upholding high ethical standards to achieve its objectives and benefit all involved parties. It also acknowledges that its Member companies may have their own codes of conduct and expects this code to complement and reinforce those. This Code of Conduct applies to HESP Alliance Officers at all times and to its Members in regards to their conduct within the activities of the HESP Alliance.

1. NEUTRALITY

The HESP Alliance maintains strict impartiality with regards to political, religious, and philosophical beliefs and affiliations.

2. EQUALITY

The HESP Alliance and its Members are committed to upholding the principles of equal treatment and equal opportunities for all individuals. The organization and its Members strictly adhere to the principle of non-discrimination and do not discriminate based on race, ethnicity, social group, sexual orientation, religion, beliefs, abilities, opinions, or language.

3. PROTECTION FROM HARASSMENT

The HESP Alliance and its Members bring together individuals from a diverse range of backgrounds and locations. All participants are expected to treat each other fairly, politely, and with respect. Any behavior that is considered unacceptable, including harassment, discrimination, abuse, or other forms of offensive or dangerous conduct, will not be tolerated. It is expected that all Members and attendees will always conduct themselves professionally.

4. PRIVACY & CONFIDENTIALITY

The HESP Alliance and its Members shall apply the [HESP Alliance Privacy Policy](#) and shall adhere to the applicable legal framework on data protection.

The HESP Alliance and its Members shall maintain the confidentiality of non-public information, including confidential information provided by third parties, according to the HESP Alliance Membership Agreement and section 19.3 - Non-Disclosure - of the Bylaws.

5. RESPECT FOR THE RULE OF LAW

The HESP Alliance and its Members are committed to following the rule of law in all their activities, including respecting the laws, regulations, and rules that apply to the locations where they conduct business and the locations of their individual, company, or organizational residences and formations. They should also consider any relevant international agreements, conventions, treaties, and trade controls in their actions.

6. HONESTY & FAIR COMPETITION

The HESP Alliance and its Members are expected to uphold the highest standards of integrity, respect, truthfulness, fairness, and ethical behavior at all times. They must strive to ensure the accuracy of their communications with other parties and the public and refrain from providing false, inaccurate, or misleading information.

The HESP Alliance is committed to complying with all applicable antitrust laws and regulations, and, by joining the alliance and executing the HESP Alliance Membership Agreement, its Members agree to limit discussions to subjects that relate to the purposes of the HESP Alliance, whether such discussions take place during formal meetings, informal gatherings, or otherwise.

7. NO CORRUPTION OR CRIMINAL ACTIVITIES

Neither the HESP Alliance nor its Members shall use threats, bribes, or other illegal means contrary to national anti-corruption laws to influence decisions. In the absence of national legislation, the HESP Alliance and its Members shall abide by best international practices on anti-corruption in the private and public sectors.

8. NO CONFLICT OF INTEREST

HESP Alliance Members are required to disclose any interests that could be reasonably perceived as conflicting with their responsibilities within the organization and to avoid any activities that could directly or indirectly create a conflict of interest. This includes taking steps to resolve any conflicts of interest that may arise.

9. PROHIBITION ON CONDUCT BRINGING THE HESP ALLIANCE INTO DISREPUTE.

HESP Alliance and its Members will not engage in any conduct which brings HESP Alliance into disrepute or jeopardizes the integrity of its activities.

10. SOCIAL MEDIA

The use of social media by HESP Alliance participants can pose risks to the HESP Alliance's reputation and mission. To minimize these risks, the organization expects participants to follow the guidelines and rules outlined below when using social media.

- Participants should use good judgment when posting on social media and be mindful that their statements may reflect on the HESP Alliance.
- Participants should strive to be accurate in their communications about the HESP Alliance and be aware that their statements may result in liability for themselves or the HESP Alliance.
- The HESP Alliance encourages professionalism, respect, and honesty in all communications, including on social media. Participants should also be mindful of the organization's policies and standards related to confidentiality, non-discrimination, and harassment when using social media.
- If a participant is contacted for comment about the HESP Alliance for publication, including on social media or in a news outlet, they should redirect the inquiry to contact@hespalliance.org.

11. IMPLEMENTATION

The HESP Alliance is committed to always adhering to this Code of Conduct. Its Members are expected to follow this code, as well as their own ethical and compliance rules, when conducting any activities related to the organization. External consultants hired by Members must also adhere to this Code of Conduct in their work for the HESP Alliance.

If any Officer or Member of the HESP Alliance becomes aware of a violation of this code, they may report it confidentially to the chair of the External Communications or Technical Working Group. If this is not deemed appropriate, the complaint may be brought to the attention of the President.

12. FAILURE TO FOLLOW THE CODE OF CONDUCT

If a participant engages in unacceptable behavior, the HESP Alliance may take any action it deems appropriate, including expelling or disqualifying the individual from its meetings, events, and programs without warning. The nature and severity of the conduct will be reviewed by the HESP Alliance Board of Directors, which may choose to suspend or terminate the membership of a Member or the employment of a staff member, or require the individual to be replaced by the Member.

Questions about this Code of Conduct may be directed to contact@hespalliance.org.