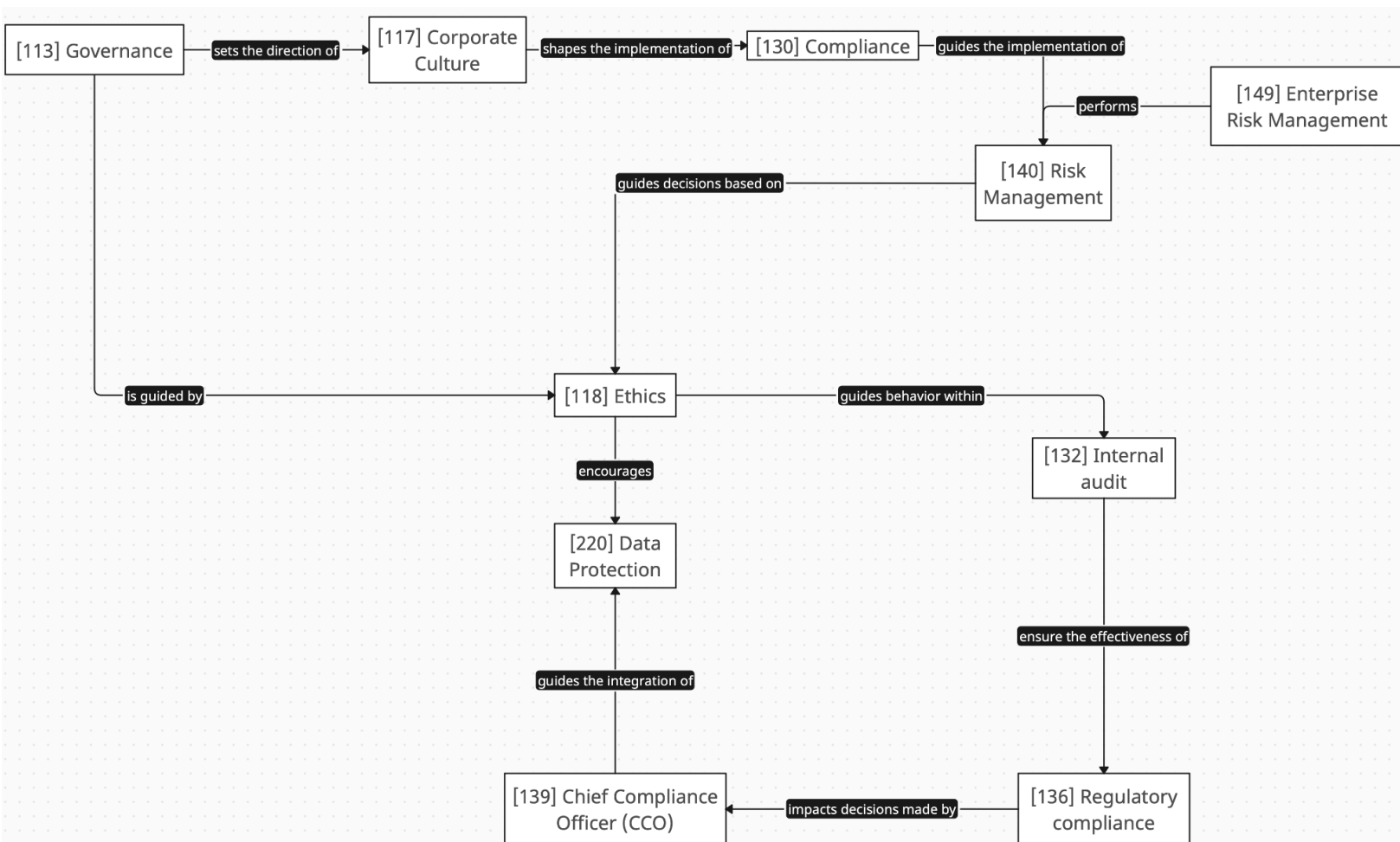


# João Pedro Proença Ramos

99253

Alameda



Ethics is at the center of most, if not all, elements of this concept map. It guides risk management, which in turn is performed as Enterprise Risk Management, and is one of the goals of compliance. Ethics also guides governance which in turn guides corporate culture and compliance. Because of ethical concerns, data protection is important and regulatory compliance is encouraged indirectly because of internal audits. The CCO guarantees all of this.