



ROOK ECOM PRIVATE LIMITED

CODE OF CONDUCT

At Rook, we are unwavering in our commitment to a workplace culture that exemplifies our core values of unyielding integrity, relentless innovation, and unwavering collaboration. Our triumph hinges on the unwavering dedication and exemplary behavior of each and every member of our esteemed team.

The following Code of Conduct sets forth the uncompromising standards we demand from our distinguished team members:

1. Uncompromising Integrity and Exemplary Ethics:

Unwavering Honesty: We expect absolute and unwavering honesty and complete transparency in all professional endeavors.

Fortified Confidentiality: Safeguard the confidentiality of our most sensitive company information and treasure the sanctity of customer data.

Unimpeachable Ethical Conduct: Uphold the highest echelons of ethical standards in all interactions and business operations.

2. Profound Respect and Inclusive Excellence:

Resplendent Diversity and Inclusivity: We ardently champion diversity in all its facets, dedicating ourselves to creating an inclusive environment where each individual is cherished and celebrated.

Undivided Respect for All: Extend respect and courtesy to colleagues, clients, and partners without prejudice. Discrimination, harassment, or bullying shall never find sanctuary here.

3. Pinnacle of Innovation and Excellence:

Unyielding Quest for Mastery: We passionately encourage unending learning and relentless innovation to maintain our foremost position in the industry.

Eminence in Quality: Pledge allegiance to delivering services and products of unimpeachable quality.

4. Synergy Through Collaboration and Team Excellence:

Unified Collaboration: Merge efforts cohesively with peers and teams to attain the zenith of shared objectives.

Luminous Communication: Practice forthright and constructive communication, both within and outside our hallowed halls.

5. Sentinel of Security and Data Sanctity:

Guardians of Data: Vigilantly abide by data protection laws and our internal policies to be the guardians of our customers' data.

Fortress of Security Awareness: Remain unceasingly vigilant against security threats and report any perceived breaches promptly.

6. Consummate Professionalism:

Pristine Professional Demeanor: Maintain an unwaveringly professional and respectful bearing, whether within our sanctified space or in external engagements.

Resolution Through Constructive Dialogue: Resolve disputes and dissent through open and constructive discourse.

7. Noble Social Responsibility:

Exalted Environmental Stewardship: Rally around efforts to minimize our environmental impact.

Elevated Community Engagement: Foster a spirit of community engagement and corporate social responsibility that stands as an embodiment of our noble mission.

8. Inexorable Adherence to Compliance:

Unflinching Adherence to Regulations: Be resolute in your adherence to all relevant laws, regulations, and industry standards.

Unquestionable Obedience to Company Edicts: Obey, without question, all company policies and procedures.

9. Unwavering Duty to Report Violations:

Sentinels of Integrity: If you apprehend the violation of this Code of Conduct, report it through our established whistleblower policy. Rest assured, there will be no quarter given to any form of retaliation against those who uphold our principles by reporting violations.

Should any of our esteemed members falter in their commitment to this Code of Conduct, it may result in stringent disciplinary measures, which could culminate in the severing of employment ties. By joining Rook, you swear an unwavering oath to uphold these standards and to be an unwavering contributor to our resplendent mission - delivering unparalleled SaaS solutions to our esteemed clients.