

**Version:** 1.0

**Reviewed By:** Legal & Compliance  
Department

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## 1. Purpose

The purpose of this Code of Ethics is to affirm and uphold the core values and principles that guide Inazuma.co in conducting business with integrity, transparency, and accountability. As a premier Direct-to-Consumer (D2C) enterprise, Inazuma.co commits to building trusted relationships with its employees, partners, customers, and the communities we serve.

This policy outlines expected ethical behavior, decision-making processes, and guidelines that support our mission of delivering exceptional and responsible consumer experiences.

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## 2. Scope

This Code applies to all employees, officers, directors, interns, contractors, consultants, and third-party partners of Inazuma.co. All team members are expected to read, understand, and comply with the principles laid out in this document.

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# 3. Core Ethical Principles

## 3.1 Integrity and Honesty

We expect all Inazuma.co team members to be truthful, fair, and transparent in all professional interactions and decisions. Honesty is not just a virtue—it is a necessity for maintaining stakeholder trust and sustaining a culture of ethical responsibility. Dishonesty, misrepresentation, or manipulation of information, data, or communication is strictly prohibited. Employees must admit to mistakes when they occur and take proactive steps to correct them.

## 3.2 Respect and Dignity

Every individual deserves to be treated with dignity and respect. Inazuma.co promotes an inclusive and equitable environment, free from harassment, bullying, or discrimination based on race, gender, age, religion, sexual orientation, disability, or any other protected characteristic. Respect also extends to communication—team members must listen actively, engage constructively, and refrain from any form of demeaning or aggressive behavior.

## 3.3 Customer Centricity

Our commitment to customer obsession means placing the customer at the heart of every decision. Employees must act with empathy, accuracy, and responsiveness to ensure outstanding customer satisfaction. We encourage a proactive approach to

problem-solving and welcome constructive feedback from customers to drive continuous improvement.

### **3.4 Compliance with the Law**

All Inazuma.co personnel are required to abide by applicable local, national, and international laws. These include employment laws, intellectual property regulations, data privacy mandates, environmental standards, and consumer protection laws. Ignorance of the law is not an excuse, and employees are expected to seek guidance from the legal team when in doubt about legal obligations.

### **3.5 Ethical Innovation**

Innovation must be grounded in ethical practice. Our commitment to cutting-edge technology includes ensuring AI, automation, and analytics are used responsibly, without compromising data integrity, user privacy, or fairness. This includes transparent data usage policies, bias mitigation in algorithm design, and proactive communication with users about how their data is handled.

## **4. Business Conduct**

### **4.1 Conflict of Interest**

Employees must avoid situations in which their personal interests could conflict with those of Inazuma.co. All actual or perceived conflicts must be disclosed to the Compliance Officer immediately.

Examples include:

- Personal financial investments in competitor companies.
- Outside employment that competes or interferes with your Inazuma.co role.
- Decisions that benefit family or friends through business relationships.

Employees must recuse themselves from decision-making where a conflict exists, and full transparency must be maintained. Regular training and disclosures help minimize risks of conflicts.

### **4.2 Gifts and Entertainment**

Employees must not accept or offer gifts, favors, or entertainment that could influence or appear to influence business decisions. Nominal gifts of symbolic value may be permitted with prior approval. Lavish or recurring gifts, preferential pricing, or exclusive services must be reported and assessed for ethical implications. A record of permitted and denied gifts must be maintained by the Compliance Office.

### **4.3 Fair Competition**

We support fair competition and do not engage in practices such as price-fixing, market allocation, or bid-rigging. Employees must never discuss sensitive competitive

information with outsiders or competitors. Any marketing or sales strategy must reflect factual and verifiable information. We respect competitor boundaries and ensure that our competitive advantage stems from innovation, value creation, and superior customer experience—not unethical shortcuts.

Inazuma.co complies with antitrust and competition laws in all regions we operate and provides regular training to all commercial teams to prevent inadvertent violations.

## 5. Use of Company Resources

### 5.1 Proper Use

Company resources—including financial assets, proprietary information, equipment, and technology—must be used only for legitimate business purposes. Misuse or unauthorized use is strictly prohibited.

### 5.2 Data and Intellectual Property

All team members are responsible for safeguarding Inazuma.co's intellectual property, as well as respecting the IP rights of others. This includes source code, designs, marketing content, and customer data.

## 5.3 Information Security

Employees must adhere to internal information security protocols to protect against unauthorized access, data breaches, and cyber threats. Passwords must be strong and confidential. Use of unsecured networks and unauthorized software is prohibited.

## 6. Workplace Ethics

### 6.1 Equal Opportunity

Inazuma.co is an equal opportunity employer committed to fair hiring, promotion, and development practices. We support a diverse workplace where everyone is given the opportunity to thrive.

### 6.2 Harassment-Free Environment

We maintain a zero-tolerance policy toward any form of harassment—verbal, physical, sexual, or psychological. Incidents must be reported immediately to HR or the Ethics Committee.

### 6.3 Health and Safety

Employee health and safety are paramount. All team members must comply with occupational health and safety protocols and promptly report any workplace hazards, injuries, or violations.

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## **7. Digital Conduct**

### **7.1 Responsible Communication**

Employees are expected to communicate professionally on all digital platforms—internal or external. This includes email, messaging apps, and collaboration tools.

### **7.2 Social Media Guidelines**

Use of social media must align with company values. Employees should avoid sharing confidential information or expressing opinions that may damage the reputation of Inazuma.co. Personal posts must not be mistaken as company endorsements.

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## **8. Environmental and Social Responsibility**

### **8.1 Sustainability Commitment**

We actively seek to reduce our environmental footprint through sustainable product design, packaging, logistics, and

energy consumption. Employees are encouraged to participate in eco-friendly practices.

### **8.2 Community Engagement**

Inazuma.co supports local communities and social impact initiatives. Volunteering and philanthropy are encouraged and supported through company-sponsored programs.

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## **9. Reporting Misconduct**

### **9.1 Whistleblower Protection**

Employees may report any ethical violations anonymously without fear of retaliation. Channels include a confidential hotline, internal ethics email, or direct communication with the Compliance Officer.

### **9.2 Investigations**

All reports will be investigated impartially and confidentially. Disciplinary action will be taken where violations are found.

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## **10. Compliance and Enforcement**

Failure to adhere to this Code of Ethics may result in disciplinary action, including warnings, suspension, termination, and legal prosecution, depending on the severity of the offense.

## 10.1 Training and Acknowledgment

All employees must undergo annual ethics training and sign an acknowledgment confirming their commitment to the policy.

or organizational changes. Suggestions for improvement can be submitted to the Compliance Officer at any time.

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### Signed:

John Doe  
Chief Executive Officer, Inazuma.co

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## 11. Governance

Role	Responsibility
Legal Team	Ensure compliance with all legal and regulatory obligations.
Compliance Officer	Monitor ethical conduct, review reports, and lead investigations.
HR Department	Provide training and handle employee grievances.
All Employees	Read, understand, and uphold the Code of Ethics.

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## 12. Policy Review

This Code of Ethics will be reviewed annually or as required by legal, regulatory,