

# COP 202

## Code of Conduct Professional and Work Ethics Conduct

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## 1. THE DEFINITION OF PROFESSIONAL AND WORK ETHICS

This code of conduct defines the need for National Ambulance employees to perform their duties faithfully and objectively with integrity, and to ensure work constantly to achieve the objectives of National Ambulance. It also means that National Ambulance employees should do their work within the limit of the given authorities, and do it in good faith without any bad intent, negligence, violation of laws, or harming the public interest to achieve any personal interest for them or others.

## 2. THE SCOPE

This code of conduct applies to all National Ambulance employees.

## 3. PRINCIPLES

The code of conduct principles are identified to enhance National Ambulance employees' performance and gain the respect of the internal stakeholders, management, colleagues and external stakeholders, or any member of the community.

These principles are applicable to all National Ambulance employees.



To achieve the above principles all employees should always comply with the following general obligations.

## 4. GENERAL OBLIGATIONS

- The employees should comply with United Arab Emirates laws and regulations.
- The employees should behave in a manner that promotes and preserves the country's core values, integrity, and good reputation.
- The employees should be aware that all individuals are equal, and the law does not discriminate regardless of gender or nationality.
- The employees should be aware that serving the country and the community is an honor and privilege cherished with a sense of pride.
- The employees should have respect for rights, freedom, and openness to others.

- The employees should comply with the values and principles of tolerance, compassion, and cooperation with all.
- The employees should commit to the optimal use of social networking sites in a manner that does not affect their reputation or the reputation of National Ambulance or the country in general.
- The employees must be committed to all the laws issued in the country that regulate the use of social media.
- The employees must use social media platforms wisely.
- The employees should exercise the highest ethical standards and adhere to the code of conduct at work and off work.
- The employees should uphold the highest principles of professionalism and ethics while dealing with any third parties.
- The employees should commit to the principles contained in the United Arab Emirates National Program for Tolerance, including respect and moderation, and a commitment to non-discrimination based on origin, religion, or race.

## 5. EMPLOYEES' OBLIGATIONS

### ➤ SERVICES COMMITMENTS:

- The employees are not permitted to delegate their duties to others unless explicitly authorized by law, the express written authorization of their direct superior, or result from force majeure.
- The employees are committed and obligated to carry out their duties by individual responsibility and competency principles.
- In carrying out their duties and obligations, the employee should consider the public interest only. They must apply any laws, rules, and regulations enforce related to the nature of their jobs, without exception.
- The employees should carry out their duties with speed, precision, objectivity, and in good faith.
- The employees must arrive at work at the start of the official working hours by applicable regulations. They are also required to be present at their workstations during official working hours to carry out the obligations related to their duties and positions.
- The employees are required to execute their duties diligently during working hours.
- The employees should not hesitate to work outside official working hours if necessary for the public interest if they were instructed to do so by their direct line manager to ensure business continuity.
- The employees are required to execute their duties within a defined timeframe. If such a timeframe was not defined, then their tasks must be executed within a reasonable time.
- It is the employees' responsibility to execute any task assigned to them, even if it falls outside the scope of their usual duties and responsibilities. The employees cannot refuse such tasks so long as their direct line manager issued the instructions.
- It is the employees' responsibility to execute their duties efficiently and by best practices or adopted standards.
- The employees are committed to achieving excellence in individual and team performance.
- The employees are required to improve their knowledge, skills, and competencies through ongoing learning and training.
- The employees must assist their colleagues in developing their knowledge, skills, and competencies and encourage them to share and transfer relevant knowledge.
- The employees must take care to preserve and protect personal information and maintain confidentiality.
- The employees must balance the scope of work and personal life.

### ➤ BUSINESS CONTINUITY COMMITMENTS:

- The employees are committed to the ongoing execution of their duties and responsibilities to ensure the continuity of the services.
- The employees must not neglect their duties or behave in a manner that may lead to delaying, paralyzing, or disrupting the service or that may affect their judgment or performance.
- The employees must fully and accurately inform their direct superiors of all issues and matters related to the nature of their work.
- The employees should always strive to create an innovative and effective environment to perform their tasks.
- The employees should respect the clients' and the public's time, prioritize it, not waste time on personal matters, and give the impression that serving them is our top priority.
- The employees should commit to the culture and mentality of facilitation, simplification, problem-solving, willingness to work, and the initiative to give solutions.

### ➤ COMMITMENT TO RESPECT SUPERIORS, COLLEAGUES, AND THE PUBLIC:

- According to social customs and professional standards, employees should respect their superiors and colleagues and act with discretion, wisdom, objectivity, neutrality, and impartiality in all verbal communications.
- The employees should be polite with the public with whom they come into contact by the nature of their duties and the same execution.
- The employees should refrain from discrediting their superiors or colleagues personally or professionally, verbally or in writing, without providing relevant proof, or behave in a way that casts doubt of their superior's or colleagues' experience or skills.
- The employees should not burden the public or their colleagues with tasks that are not considered essential.
- The employees should not be excessive in using the authorities assigned to them by law, rules, and regulations.
- The employees are required to respect the rights of their superiors and colleagues at all times within an environment free from discrimination, harassment, violence, and obscene or indecent words.
- The employees are required to participate diligently, impartially, with integrity, and in good faith in any formal investigation concerning their performance and to testify in any lawsuit, if so required.
- The employees are required to perform their duties to ensure the workplace's health and safety and the safety of superiors, colleagues, and the public.
- The employees should not attempt to gain preferential treatment through flattery, deception, favoritism, or nepotism.
- The employees are required to deal with colleagues and share opinions in a highly professional and objective manner, and they are also required to offer assistance wherever possible to solve any problems they face in the workplace.
- The employees must spread a cheerful ambiance among their colleagues to enhance performance, improve the work environment, and consolidate the right institutional culture in the workplace.
- The employees must show moderation and respect for others in their actions and dealings with everyone.
- The employees must take a positive attitude that recognizes the right of others to enjoy fundamental human rights and freedom.
- The employees must respect others, their privacy, and their intellectual property and not bully them or cause harm to their work or digital identity.
- The employees should be committed to an appropriate appearance consistent with the country's dress code policy and practices.

### ➤ CONFIDENTIALITY:

- The employees are required to respect and follow the principles of confidentiality to public and personal information.
- The employees must not disclose, use, copy, transfer or delete any public and personal information except in the context of exercising their duties, or as permitted by law, prior written authorization, or to disclose a crime that may put the National Ambulance at risk, or which may cause damage.
- The employees should not collect personal information except what is necessary and related to their work as per the rules and regulations.
- The employees must take all necessary precautionary and security measures to protect personal information, according to the relevant circumstances, and to protect against the loss, access, use, modification, disclosure, or any other form of misuse of such information.
- The employees must store personal information in a manner that allows easy and immediate access. Individuals whose personal information is collected may obtain a copy of this information, and this information may be corrected if it is found to be erroneous.
- The employees must be responsible for their transactions in the digital world, respect the laws and regulations, and be responsible for limiting content that goes against moral ethics.
- The employees should practice honesty, credibility, quality of outputs in their work performance, and accuracy in the data.
- The employees shall be committed, even after leaving the organization to the confidentiality of any classified official or personal information, unless disclosure is expressly permitted by law or job standards, and the employees should also hand over all property and belongings to the organization that may contain any information (documents/files/tapes/ CDs, etc.).
- The employees must commit not to publish the official contact information related to their work on their personal accounts on social networking sites (such as the job title, name of the entity, phone number, email address, etc.) unless they have been given written approval by their employer or based on an official assignment as one of their duties.
- The employees must follow the general terms and conditions of using social media, such as intellectual property rights and privacy policies, and refrain from defamation, discrimination, abuse, and threat against any individual or organization. Employees must also observe the laws in force in the country or internationally recognized, as well as those on the Internet.
- The employees must maintain the integrity and confidentiality of the job information and not leak it to any party illegally or legally.

### ➤ COMMITMENTS TO FOLLOW INSTRUCTIONS OF THE SUPERIORS:

- The employees must respect the rules and regulations as per the National Ambulance Policies and Procedures.
- The employees must comply with their superiors' directives, guidance, and instructions as per the National Ambulance hierarchy.
- The employees commit to implementing the instructions they receive; they must confirm this in writing to their direct superior if they reflect any form of violation.

### ➤ COMMITMENTS TO NEUTRALITY:

- The employees must reject hatred and malice and respond openly to the different ideas, values, and cultures their superiors may come from.
- The employees must always behave with integrity, fairness, and credibility, and they must always treat everyone equally regardless of personal qualities and per the law.

- The employees must refrain from any acts or practices that violate moral and ethical conduct, and the traditions and customs of the United Arab Emirates society. They must also refrain from abusing political opinions or religious beliefs, whether in or out of the workplace, and they should abstain from inciting against the same.
- The Employees must encourage a culture of acceptance of the other opinion to realize the value of intellectual tolerance.
- The employees must adopt and act upon practices of tolerance.
- The employees must promote solidarity, social empathy, and act positively.

#### ➤ ETHICS OF DEALING WITH VIRTUAL MEETINGS:

- The employees must commit to attending the meeting on time and set the phone to silent mode.
- The employees should ensure that the headphones and equipment are ready and that there are no technical malfunctions before starting the meeting to avoid delays and disrupting others.
- The employees should set the microphone to silent to avoid noise to prevent disturbance of the participants in the meeting.
- The employees should turn on the video camera to formally introduce themselves and appear in a decent appearance (with formal attire).
- The employees should not record or photograph virtual meetings and save them without official permission, and after notifying all participants and obtaining prior permission.
- The employees should limit the conversation based on the employees' essential purpose of attending the virtual meeting and not exceeding or engaging in side conversations.

#### ➤ MAINTAIN THE PROFESSIONAL DIGNITY:

- The employees are obliged to maintain professional dignity and adhere to UAE laws and the organization's fundamental values at work and social life.
- The employees must ensure that they are appropriately and conservatively dressed to preserve the reputation and appearance of the National Ambulance in public, especially employees who are wearing National Ambulance uniform.

#### ➤ NOT TO EXPLOIT THEIR POSITIONS:

- The employees are not permitted to misuse their positions, duties, or relationships formed due to their job or authority to obtain services, privileges, or benefits, from any party whatsoever, whether for their personal benefit or their respective families up to the fourth degree.
- The personal use of the positions or the organization's name for personal purposes is prohibited.

#### ➤ THE APPROPRIATE USE OF RESOURCES:

- The employees are responsible for all National Ambulance property, materials, and information assigned to them or that fall under their control, and they may not use the same for personal purposes except to the extent expressly provided in writing or by law.
- The employees must not damage or misuse National Ambulance resources or property, or any items of their superiors, colleagues, or anyone else. Should any damages occur, the employees may be subject to appropriate administrative action and face criminal or civil accountability.
- The employees must use communication systems including email, computers, internet, and telephones only as necessary to perform their duties according to National Ambulance related policies and procedures.



- The employees are to comply with all laws and any rules and procedures issued by National Ambulance concerning the procurement of goods and services to ensure optimal use of National Ambulance resources and ensure accountability, legality, and integrity in the procurement process.
- The employees are prohibited from sharing the information obtained during the performance of their work for purposes not related to the work without obtaining official approval.
- The employees must not be busy during official working hours with personal activities such as social media and websites, except employees who are officially assigned or whose job nature requires that.

#### ➤ SOCIAL MEDIA USAGE GUIDELINE:

- The employees should comply with United Arab Emirates laws and regulations.
- The employees should not affect their reputation or the reputation of National Ambulance or the country in general.
- The employees are prohibited from communicating on matters and topics related to daily work tasks or workflow networking sites or exchanging them via other channels such as emails or internal correspondence
- The employees are prohibited from sharing the information obtained during the performance of their work for purposes not related to the work without obtaining official approval.
- The employees must not be busy during official working hours with personal activities such as social media and websites, except employees who are officially assigned or whose job nature requires that
- The employees must not publish the official contact information related to their work on their personal accounts on social networking sites (such as the job title, name of the entity, phone number, email address, etc.) unless they have been given written approval by their employer or based on an official assignment as one of their duties.
- The employees must safeguard and protect personal or patient information and maintain confidentiality
- The employees must maintain the confidentiality of job information and may not disclose it to anyone, regardless of whether the disclosure is illegal or legal.
- The employees must follow the general terms and conditions of using social media, such as intellectual property rights and privacy policies, and refrain from defamation, discrimination, abuse, and threat against any individual or organization. Employees must also observe the laws in force in the country or internationally recognized, as well as those on the Internet.
- The employees must be committed to all the laws issued in the country that regulate the use of social media.
- The employees must be responsible for their transactions in the digital world, respect the laws and regulations, and be responsible for limiting content that goes against moral ethics.
- The employees should not disclose any information concerning their duties to any visual, audio, or written media, or to any books, newspapers, or any other areas that may conflict with the obligations of their duties without obtaining prior written approval from their superiors.
- The employees must entirely refrain from sharing any information about the work or any initiatives or comment on any content that may harm the reputation of National Ambulance or perform any act that may harm the country's reputation.
- The employees should not post photographs or videos of themselves in uniform on their personal social media accounts unless it's an official event and approved by National Ambulance management.
- The employees should never post pictures of incident scenes, blood, ambulance plate numbers, other vehicles' plate numbers, or any details, which could relate to a single incident.
- The employees should never share locations of incident scenes or where they are stationed.
- The employees should never post the MOI and National Ambulance logos or any National Ambulance trademark or publish/ report online any information about NA without getting prior approval.
- The employees should not post pictures of themselves in uniform in public places while they are off duty.

- If you are not an official National Ambulance spokesperson and you identify yourself as an employee of National Ambulance in your social media pages or in any social media postings, you are required to include the following disclaimer: "Opinions expressed are mine and do not necessarily express the views or opinions of my employer."
- The employees must not publish any information or news related to National Ambulance that is not already public information shared by National Ambulance's official media channels or cleared by the Marketing and Sales Department.

#### ➤ CONFLICT OF INTEREST:

- The employees must avoid any conflict of interest, whether actual or potential if there is doubt that this may arise, as follows but not limited to:
  - A. Not to carry out any jobs or tasks that may give the impression of a conflict of interest.
  - B. Employees or their family members up to the fourth degree may not accept any gifts, hospitality, or services from whomsoever if this results in any form of obligation or have a direct or indirect impact on the objectivity of job performance, or that may affect their decision or may oblige them into an undertaking as a result of its acceptance.
  - C. Obligated not to participate in any process or formal decision that could directly or indirectly affect the award of any procurement contract to any contractor or supplier related to the public servant up to the fourth degree.
  - D. Obligated not to participate in any formal process or decision that could lead to granting any benefits, land, or license to any relatives up to the fourth degree.
  - E. Should not participate in any formal process or decision that could directly or indirectly affect the success of the proposal of any supplier, contractor, or business in a manner by which employees receive a percentage, share, or monetary incentive.
  - F. Obligated not to use their positions to promote any product or service that does not form part of their functions at their workplace, or disclose any information obtained in the context of executing the duties of his office to achieve specific goals, to obtain any benefits or returns from whomsoever.

#### ➤ LOYALTY TO THE UAE AND COMPLIANCE WITH LAWS AND PROFESSIONAL CONDUCT:

The employees must comply with the following at all times:

- Remain loyal to the United Arab Emirates and follow the rules and regulations.
- Comply with any laws and regulations enforce in the United Arab Emirates that may affect their duties.
- The employees should not disclose any information concerning their duties to any visual, audio, or written media, or to any books, newspapers, or any other areas that may conflict with the obligations of their duties without obtaining prior written approval from their superiors.
- The employees must entirely refrain from sharing any information about the work or any initiatives or comment on any content that may harm the reputation of National Ambulance or perform any act that may harm the country's reputation
- The employees are prohibited from communicating on matters and topics related to daily work tasks or workflow networking sites or exchanging them via other channels such as emails or internal correspondence.

## 6. NATIONAL AMBULANCE COMMITMENTS

- Obligated to ensure that all the employees are aware of the code of conduct commitments and notify them that COP 202 Code of Conduct Professional and Work Ethics Conduct is a duty and obligation that is considered an integral part of how they perform their duties.
- Obligated to treat all employees fairly and equitably, without unjustified discrimination.

- Obligated to create safe, fair, and healthy working environments that meet its employees' basic requirements personal and professional goals.
- Obligated to encourage employees' initiative and innovation and provide opportunities to make suggestions to improve and enhance the services offered in an atmosphere of mutual trust and understanding.
- Obligated to encourage employees to communicate openly and to enter discussions that aim to resolve issues of concern in the performance of their duties and assist them in finding appropriate solutions according to the National Ambulance hierarchy.
- Encourage the values of tolerance, dialogue, openness to different ideas, values, and cultures.
- Work to strengthen the role of the UAE as a symbol of tolerance and peaceful coexistence by promoting the values of cultural pluralism.
- Provide a safe technological environment for the employees by observing the controls related to maintaining the privacy and confidentiality of the entity's data.
- Create a work environment that encourages a culture of clients' happiness and innovation, and creativity in providing services.
- Develop, update and re-design services and channels for their provision.
- Focusing on the values of "clients happiness and respect" and considering them the main pillars of the entity's culture.

## 7. HUMAN RESOURCES COMMITMENTS

- To adopt COP 202 Code of Conduct Professional and Work Ethics Conduct as an essential reference.
- Ensure to share this code of conduct with all NA employees for reviewing and familiarizing purposes.
- Ensure that all employees understand this code of conduct, sign an undertaking, and adhere to all contents.
- Ensure that proper disciplinary action is taken if the employees fail to comply with this code of conduct.

## 8. UNDERTAKING

I, [Employee's Name] holding the position of [Position Title], [Department/Project] declare that I read and understood the COP 202 Code of Conduct Professional and Work Ethics Conduct. I undertake to adhere to all the obligations and the commitments mentioned and keep a copy of it.

Signature: .....

Date: .....

## 9. REFERENCES

- Conduct and Ethics of the Emirati Citizen Issued by the Council of Ministers in 2012.
- Regulation of Using Social Media by the Employees of Federal Entities Resolution No. 731 & /3/ of 2014.
- National Initiative the Government is an Incubator for tolerance» is an initiative addressed to specialized workers in the ministries.
- Positive Digital Citizenship Values and Behaviours Code 2021.
- The remote work system in the Federal Government.
- Federal Decree-Law No. 5 of 2012 on combating cybercrimes.
- Federal Decree-Law No. 2 of 2015 on combating discrimination and hatred.
- Customer Happiness Guide issued by the Emirates Program for Excellence in Service 2016

## 10. RELATED POLICIES AND FORMS

List related policies and procedures to the created/updated policy.

Policy & Procedure /Form
All National Ambulance Policies and Procedures

## 11. FEEDBACK

Any feedback or suggestions for improvement to this Policy, Processes, or Procedures can be submitted to [qhse@nationalambulance.ae](mailto:qhse@nationalambulance.ae).

## 12. DOCUMENT CONTROL AND OWNERSHIP

A review and update of this document will take place as necessary when changes occur that identify the need to revise this Policy, such as changes in roles and responsibilities, release of new legislative or technical guidance, or identification of a new policy area.

This document ownership for editing is reviewed by:

- Head of HR & Emiratisation/Deputy Director of Business Support Services Sector

### Change Brief

Version No.	Date	Change
1	May 2011	New Document.
2	August 2013	Change logo.
3	February 2017	Reviewed against the updated legal register, no changes required.
4	November 2018	Addition of disclosure of patient information to the Confidentiality Clause 2.7.
5	October 2019	Add a chain of command / remove the "company" word.
6	September 2021	The name of the policy has been changed to Code of Conduct Professional and Work Ethics Conduct. The policy has been presented and approved by the board on 04 Aug 2021
7	October 2022	Reviewed and added the social media usage guideline.

CEO Approval

Board Member Verification

