

# **CODE OF ETHICS**

## Customer Support & Relationship Management SwiftConnect

This Code outlines the ethical conduct expected from all personnel interacting with customers and managing their experiences on behalf of SwiftConnect. It embodies values of transparency, trust, and compliance—especially within the regulatory framework of Lesotho’s telecommunications sector.

### We Promise To: (Do’s)

- **Uphold Customer Respect & Dignity**  
Treat all customers with professionalism, courtesy, and equality.
- **Ensure Privacy & Confidentiality**  
Protect all customer data as per internal protocols and LCA data protection guidelines.
- **Comply with LCA Regulations**  
Operate in full compliance with the rules and standards set by the Lesotho Communications Authority (LCA). This includes lawful interception, data handling, billing transparency, and service quality mandates.
- **Be Transparent & Honest**  
Communicate service details, billing, and terms clearly without deception or hidden clauses.
- **Respond Promptly & Helpfully**  
Address customer queries and complaints swiftly, following documented response time policies.
- **Promote Accessibility**  
Ensure that customer support services are available and usable by all, including people with disabilities and those in remote areas.
- **Promote Accessibility** Admit when errors happen and work proactively to correct them without delay.
- **Own and Fix Mistakes** Encourage reporting of unethical conduct without fear of retaliation.

### We Pledge NOT To: (Don’ts)

- **Violate Customer Rights**  
We will never misuse, manipulate, or deny customers’ rights as defined under LCA’s consumer protection framework.
- **Disclose or Sell Personal Data**  
We do not leak, sell, or mishandle any personally identifiable information.
- **Discriminate or Harass** No form of discrimination based on gender, disability, economic status, or location is acceptable in our service delivery.

□

- **Engage in Deceptive Marketing**

We avoid false advertising, fake promos, or misleading offers. □

### **Neglect Customer Complaints**

Ignoring or silencing complaints violates both ethical and regulatory expectations.

- **Bypass Compliance Checks**

We never circumvent internal review processes, LCA audits, or lawful oversight procedures.

- **Manipulate KPIs Unethically**

We won't falsify performance data or suppress real customer feedback to meet internal targets.