

Code of Conduct for the Delivery of Professional Services

Cyres is an independent company that provides professional services by:

- Listening carefully to identify, investigate and deal with a range of problems
- Formulating recommendations for appropriate action
- Working with the client to agree the most appropriate course of action and providing assistance with implementation
- Dealing with the affairs of the client in strict confidence
- Striving continually to improve its own professional skills and,
- Maintaining a high quality of service as well as high standards of personal conduct and performance.

1 MEETING CLIENTS' REQUIREMENTS

Cyres shall regard the clients' requirements and interests as paramount at all times.

- 1.1 Cyres will only accept assignments for which it is suitably qualified.
- 1.2 Before accepting an assignment, Cyres shall clearly define, in writing, the terms and conditions of the assignment including the scope, nature and period of the service to be provided, key stages with milestones, the allocation of responsibilities and the basis for remuneration.
- 1.3 Cyres will hold as strictly confidential all information concerning the affairs of clients unless the clients have released such information for public use, or have given specific permission for its disclosure.
- 1.4 Cyres will develop recommendations specifically to address each client's problems; such solutions shall be realistic and practicable, and clearly understood by the client.
- 1.5 Cyres will encourage and take note of client feedback and assist in the production of any required performance report at the end of each project.
- 1.6 Cyres will undertake careful planning, frequent progress reviews and effective controls.
- 1.7 Cyres will refrain from inviting any employee of a client to consider alternative employment unless agreed with the client.

2 INDEPENDENCE, OBJECTIVITY & INTEGRITY

Cyres shall avoid any action or situation inconsistent with its professional obligations or which in any way might be seen to impair its integrity.



- 2.1 Cyres will maintain a fully independent position with the client at all times, making certain that advice and recommendations are based upon thorough impartial consideration of all pertinent facts and circumstances and on opinions developed from reliable relevant experience.
- 2.2 Cyres will declare at the earliest opportunity any special relationships, circumstances or business interests which might influence or impair judgement or objectivity on a particular assignment.
- 2.3 Cyres shall not serve a client under terms or conditions which might impair independence, objectivity or integrity; it will reserve the right to withdraw if conditions, beyond its control, develop to interfere with the successful conduct of the assignment.
- 2.4 Cyres shall not take discounts, commissions or gifts as an inducement to show favour to any person or body.
- 2.5 Cyres will advise the client of any significant reservations about the client's expectation of benefits from an engagement. It will not accept an engagement in which it cannot serve the client effectively.
- 2.6 Cyres will not indicate any short term benefits at the expense of the long-term welfare of the client, without advising the client of the implications.
- 2.7 Cyres will discuss and agree with the client any significant changes in the objectives, scope, approach, anticipated benefits or other aspects of the engagement which might arise during the course of carrying it out.

3 RESPONSIBILITIES

- 3.1 Cyres recognises the need to ensure that its knowledge and skills are kept up to date and will take appropriate action to this end, (including active participation in continuing professional development programmes).
- 3.2 Cyres will not knowingly, without permission, use copyright material, or a client's proprietary data, or materials or techniques that others have developed but have not released for public use.
- 3.3 Cyres will not accept an assignment from a client knowing that another firm is serving the client in a similar capacity unless assured that any potential conflict between the two assignments is recognised by, and has the consent of, the client.
- 3.4 When asked by a client to review the work of another professional, Cyres will exercise the objectivity, integrity and sensitivity required in all technical and advisory conclusions communicated to the client
- 3.5 Cyres will negotiate agreements and charges for professional services only in a professional manner.



- 3.6 Cyres, in publicising work or making representations to a client, shall ensure that the information given is:
- factual and relevant and
 - neither misleading nor unfair to others
- 3.7 Cyres will acknowledge individual rights and choices and ensure they treat all clients and colleagues with respect.

