



## CODE OF ETHICS AND PROFESSIONAL CONDUCT

### VISION AND APPLICABILITY

The Core Purpose of the American Rental Association (ARA) is to: “Support the success of members and advance the equipment and event rental industry.” ARA is committed to a set of principles that promote and maintain the highest standard of ethical behavior in support of our industry.

This Code of Ethics and Professional Conduct describes the expectations that we have of members, our directors, officers and employees. It articulates the ideals to which we aspire as well as the behaviors that are mandatory in our professional and volunteer roles. We are expected to conduct our professional relationships with integrity and with a sense of propriety that benefits ourselves, the association and the equipment and event rental industry.

No code will cover every possible situation however it is intended that this will provide some guidance and thereby cultivate an awareness of the behavior that the industry can expect from its member companies and generate an environment of good corporate citizenship for the benefit of everyone. A common understanding of these practices will promote integrity and thereby assure the public of high standards when dealing with ARA members.

### Persons to Whom the Code Applies

The Code of Ethics and Professional Conduct applies to all ARA members:

- General members
- Associate members
- Independent Manufacturer Representatives

### Values that Support this Code

The Code of Ethics and Professional Conduct contains standards of conduct which are aligned with the core values of the ARA Strategic Plan:

- Support community and networking
- Respect and embrace diversity
- Develop leadership through volunteerism
- Represent professionalism and integrity
- Embrace change and continuous improvement

### Aspirational and Mandatory Conduct

Each section of the Code of Ethics and Professional Conduct includes both aspirational standards and mandatory standards. The aspirational standards describe the conduct that we strive to uphold. Although adherence to the aspirational standards is not easily measured, conducting ourselves in accordance with these is an expectation that we have of ourselves as professionals—it is not optional.

The mandatory standards establish firm requirements, and in some cases, limit or prohibit member behavior. Members who do not conduct themselves in accordance with these standards will be subject to disciplinary procedures as defined in the ARA bylaws.

## RESPONSIBILITY

It is our duty to take ownership for the decisions we make or fail to make, the actions we take or fail to take, and the consequences that result.

### Responsibility: Aspirational Standards

- We fulfill the commitments that we undertake – we do what we say we will do.
- When we make errors or omissions, we take ownership and make corrections promptly. When we discover errors or omissions caused by others, we communicate them to the appropriate body when they are discovered.
- We accept accountability for any issues resulting from our errors or omissions and any resulting consequences.
- We protect proprietary or confidential information that has been entrusted to us.
- We uphold this Code and hold each other accountable to it.

### Responsibility: Mandatory Standards

- We inform ourselves and uphold the policies, rules, regulations and laws that govern our work, professional, and volunteer activities.
- These provisions have several implications. Specifically, we do not engage in any illegal behavior, including but not limited to: theft, fraud, corruption, embezzlement, or bribery. Further, we do not take or abuse the property of others, including intellectual property, nor do we engage in slander or libel.

## RESPECT

It is our duty to show a high regard for ourselves, others, and the resources entrusted to us. Resources entrusted to us may include people, money, reputation, the safety of others, and natural or environmental resources.

An environment of respect engenders trust, confidence, and performance excellence by fostering mutual cooperation—an environment where diverse perspectives and views are encouraged and valued.

### Respect: Aspirational Standards

- We inform ourselves about the norms and customs of others and avoid engaging in behaviors they might consider disrespectful.
- We listen to others' points of view, seeking to understand them.
- We directly approach those persons with whom we have a conflict or disagreement.
- We avoid gossiping.
- We conduct ourselves in a professional manner, even when it is not reciprocated.

### Respect: Mandatory Standards

- We negotiate in good faith.
- We do not exercise the power of our expertise or position to influence the decisions or actions of others in order to benefit personally at their expense.
- We do not act in an abusive manner toward others.
- We respect the property rights of others.
- We also have a duty under this Code to confront others who engage in these types of behaviors.

## FAIRNESS

It is our duty to make decisions and act impartially and objectively. Our conduct must be free from competing self-interest, prejudice, and favoritism.

### Fairness: Aspirational Standards

- We demonstrate transparency in our decision-making process.
- We constantly re-examine our impartiality and objectivity, taking corrective action as appropriate.

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- We provide equal access to information to those who are authorized to have that information.
- We make opportunities equally available.

#### **Fairness: Mandatory Standards**

- We proactively and fully disclose any real or potential conflicts of interest to the appropriate stakeholders.
- When we realize that we have a real or potential conflict of interest, we refrain from engaging in the decision-making process or otherwise attempting to influence outcomes, unless or until: we have made full disclosure to the affected stakeholders; we have an approved mitigation plan; and we have obtained the consent of the stakeholders to proceed.
- We do not hire or fire, reward or punish, or award or deny contracts based on personal considerations, including but not limited to, favoritism, nepotism, or bribery.
- We do not discriminate against others based on, but not limited to, gender, race, age, religion, disability, nationality, or sexual orientation.

#### **HONESTY**

Honesty is our duty to understand the truth and act in a truthful manner both in our communications and in our conduct.

#### **Honesty: Aspirational Standards**

- We earnestly seek to understand the truth.
- We are truthful in our communications and in our conduct.
- We provide accurate information in a timely manner.
- We make commitments and promises, implied or explicit, in good faith.
- We strive to create an environment in which others feel safe to tell the truth.
- We develop credibility by providing complete and accurate information.

#### **Honesty: Mandatory Standards**

- We do not engage in or condone behavior that is designed to deceive others, including but not limited to, making misleading or false statements, stating half-truths, providing information out of context or withholding information that, if known, would render our statements as misleading or incomplete.
- We do not engage in dishonest behavior with the intention of personal gain or at the expense of another.