

## **MSPA Americas Code of Ethics and Professional Standards for Independent Contractor Members**

MSPA Americas is dedicated to improving service and promoting excellence in the mystery shopping industry. A fundamental aim of MSPA Americas is to ensure that the highest standards and ethics are maintained. To improve the value, reputation and stimulate the use of mystery shopping and other customer experience and merchandising services, it is important that your work output is accurately and professionally conducted within the business community and the public at large, while complying with applicable government laws, regulations and ordinances.

MSPA Americas expects independent contractors to follow principles of honesty, professionalism, fairness and confidentiality to guard the interests of the public and our clients in order to promote good business practices.

The MSPA Code of Ethics and Professional Standards for Independent Contractors is established to ensure that all MSPA Americas independent contractors conform to the following principles:

- Commit, in principle, to the purposes of the association in delivering excellence in the customer experience and retail services industries;
- Conduct your services in an honest and ethical manner;
- Conduct your services according to industry procedures and regulations set forth and agreed to by MSPA Americas members, client standards and industry norms;
- Instill confidence in these industries and encourage public cooperation; and
- Respect and treat with courtesy MSPA Americas' members, clients, staff and the general public.
- Refrain from intentionally publishing, via any medium, false or misleading comments or information, to a private entity or person, or publicly, referencing or regarding MSPA Americas, employees or representatives of MSPA Americas, MSPA member companies/MSPs or clients.

In addition, we agree to the following Rules of Ethical Conduct:

- I agree to perform all projects to the best of my ability;
- I agree to perform all projects with honesty and integrity;
- I agree to submit all reports on or before the deadline;
- I agree to honor all confidentiality agreements;
- I agree to give immediate notice to the MSP if I cannot perform a project for any reason;
- I agree to return follow up calls or e-mails in a timely manner;
- I agree to keep paperwork and notes for at least 60 days in case questions arise by the client;
- I will not perform a project unless I have thoroughly read each question on the survey and the guidelines provided by the MSP;
- I will not falsify or misrepresent reports;
- I will not ask or encourage anyone to break confidentiality agreements with other

- firms for whom they conduct MSP assignments;
- I will not use any MSPA media to publish complaints against vendors, clients, independent contractors or MSPs;
  - I will not share the names of the clients that I am aware of that each MSP works with;
  - I will not share information with others on project fees and reimbursements for specific clients;
  - I will not share the results of a project with others in order to protect the clients' confidentiality;
  - I will not perform any projects under the influence of illegal drugs, or prescription drugs that might impair my abilities;
  - I agree not to become inebriated or drink beyond the legal limits set forth in my state or perform any other activity that may cause harm to myself or others while conducting projects;
  - I will not contact a client directly without approval of the MSP;
  - I will treat MSPA and MSP staff with respect and professionalism;
  - I will not disrupt the normal business flow of an operation in the process of performing a project (do not cause a scene);
  - I will not announce myself as a mystery shopper to the business being shopped unless given specific instructions by the MSP to do so;
  - I will not accept a project for a business that I, my family or friends work for without first disclosing such to the MSP to see if that is permitted; and
  - I will not list any MSP that I perform projects for as an "employee" on any forms (especially unemployment forms) if I am hired strictly as an independent contractor for that company.
  - I will not conduct myself in an unbecoming manner, including treating employees or representatives of MSPA Americas, MSPA member companies/MSPs or clients, with disrespect, threats or any other type of abusive behavior, including intentionally publishing false or misleading comments or information, to a private entity or person, or publicly, referencing or regarding MSPA Americas, employees or representatives of MSPA Americas, MSPA member companies/MSPs or clients.

**MSPA Americas' acceptance of your membership is at all times expressly conditioned on your acceptance and adherence to this Code of Ethics and Professional Standards. It should be further understood that not conforming to this Code of Ethics and Professional Standards at any time, in the sole opinion of MSPA Americas, may result in the termination of any and all MSPA certification(s) and membership, and the forfeiture of all membership and certification fees paid. You expressly understand and agree to this as a required condition of membership.**