



CODE OF ETHICS

1. Introduction

MyCena is committed to conducting its business with integrity, transparency, and the highest ethical standards. This Code of Ethics sets out the principles and values that guide how we work — with our colleagues, our clients, our partners, and the wider world.

This Code applies to all directors, officers, employees, contractors, and agents of MyCena, wherever they are located. Adherence to this Code is a condition of working with MyCena and forms part of every employment and engagement contract.

2. Our Core Values

2.1 Integrity

We act honestly and transparently in all that we do. We say what we mean, do what we say, and take responsibility for our actions.

2.2 Respect

We treat every person — colleagues, clients, partners, and communities — with dignity and fairness, regardless of background, identity, or seniority.

2.3 Accountability

We take ownership of our decisions and their consequences. We do not pass responsibility, obscure mistakes, or avoid difficult conversations.

2.4 Excellence

We hold ourselves to the highest standards in our work, our products, and our relationships. Good enough is not good enough.

2.5 Innovation with Purpose

We build technology that solves real problems. We consider the impact of what we create — on people, on organisations, and on society.

3. Conflicts of Interest

A conflict of interest arises when personal interests or relationships could influence — or appear to influence — a business decision. All personnel must:

- Avoid situations in which personal, financial, or other interests conflict with the interests of MyCena.
- Disclose any actual or potential conflict to their line manager or the Compliance Officer promptly.
- Not participate in any decision in which they have a personal interest without prior approval.

Conflicts that must be disclosed include: personal relationships with clients, suppliers, or competitors; financial interests in organisations that do business with MyCena; and outside employment or board positions that could compete with or compromise MyCena's interests.



4. Confidentiality & Data Privacy

Personnel must protect confidential information about MyCena, its clients, partners, and employees. Confidential information must not be disclosed to any unauthorised party during or after employment or engagement.

MyCena is committed to full compliance with applicable data protection laws, including the UK GDPR. All personal data must be collected, stored, and processed lawfully, fairly, and securely.

5. Fair Treatment & Inclusion

MyCena is an equal opportunity organisation. Discrimination, harassment, bullying, or victimisation of any kind — on grounds including but not limited to race, gender, age, disability, religion, sexual orientation, or national origin — is strictly prohibited.

All personnel are expected to foster an inclusive, respectful, and psychologically safe working environment.

6. Use of Company Assets

Company assets — including technology, intellectual property, financial resources, and information — must be used responsibly and solely for legitimate business purposes. Misappropriation, waste, or personal use without authorisation is prohibited.

7. External Communications

Personnel must not make public statements on behalf of MyCena without authorisation, or post content that could damage MyCena's reputation, disclose confidential information, or constitute harassment of any individual.

8. Reporting Concerns & Whistleblowing

MyCena encourages all personnel to raise concerns about potential breaches of this Code, legal obligations, or ethical standards. Reports can be made to a line manager, the Compliance Officer, or anonymously through MyCena's designated reporting channel.

MyCena will not tolerate retaliation against anyone who raises a concern in good faith. Retaliation is itself a serious breach of this Code and will result in disciplinary action.

9. Consequences of Breach

Breaches of this Code may result in disciplinary action up to and including termination of employment or engagement, and may be reported to relevant regulatory or law enforcement authorities where required.

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