



# CODE OF CONDUCT





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# THE BASIS FOR THE CODE OF CONDUCT

**Liiga (the Finnish Hockey League) conducts its business in a sustainable and responsible manner. This Code of Conduct complements our efforts in corporate responsibility and our values, which are community spirit, courage, responsibility and respect for tradition.**

We are committed to presenting these guidelines to our partners and to encouraging them to follow the guidelines as applicable in their operations.

Liiga's board has compiled and approved this Code of Conduct. The board reviews the Code of Conduct at regular intervals and makes changes or additions when necessary.

The Code of Conduct applies to Liiga's board members, employees, clubs' employees and players.

## **WHY IS THERE A CODE OF CONDUCT?**

We all affect the operations and reputation of Liiga with our actions. Each of us contributes to Liiga being a responsible organization with high ethical standards. The Code of Conduct guides us in making ethical and legally compliant choices every day, both in the Liiga community and with our partners, including clients, suppliers and other stakeholders.

In our dealings with the various stakeholders, we all must behave honestly, transparently and reliably.

Ethical conduct will strengthen our reputation as a responsible competitive-sports community with high ethical standards.

Our principles are complemented by internal procedures and guidelines.

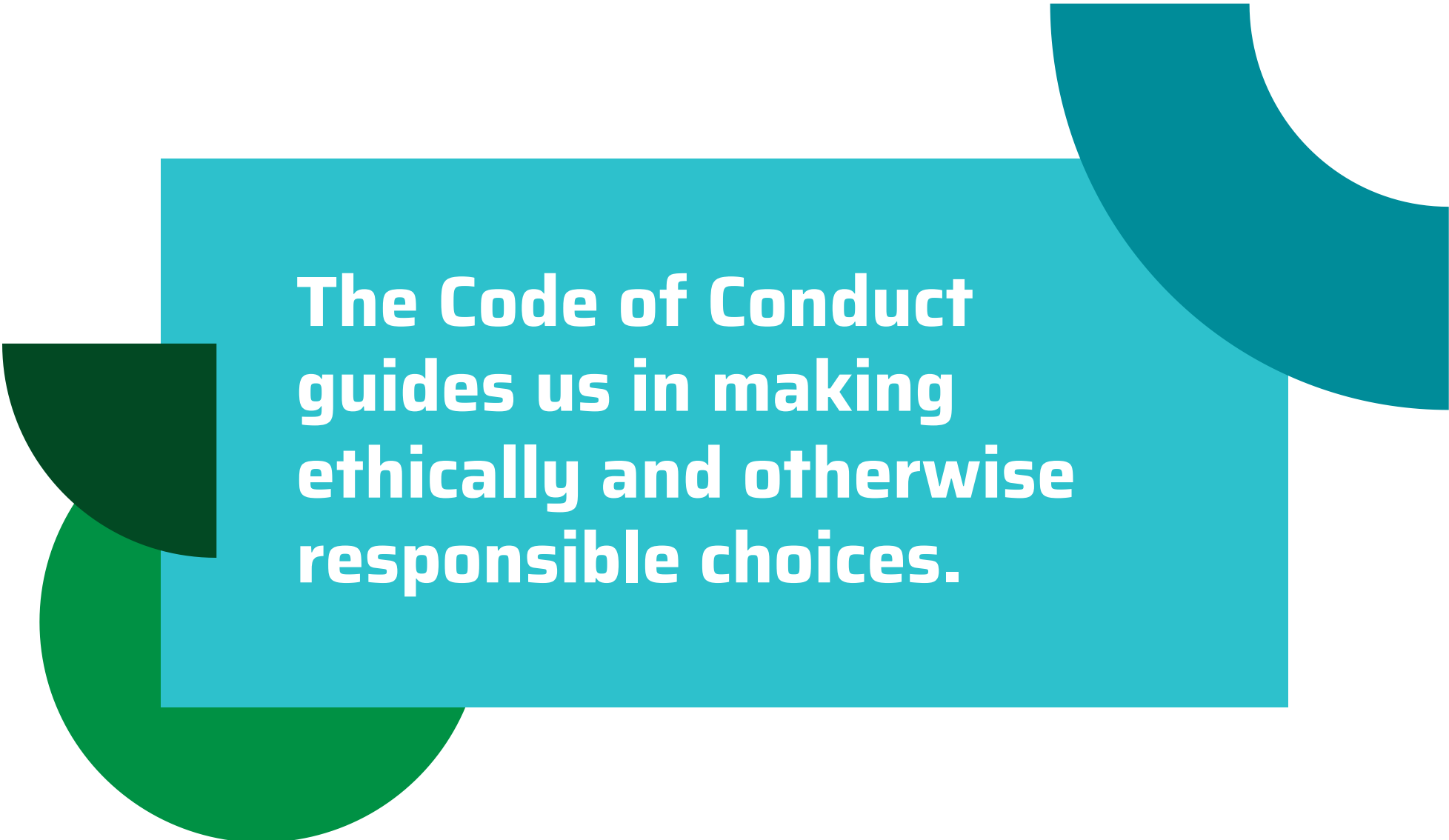
#### **WHOM DOES THE CODE OF CONDUCT CONCERN?**

The Code of Conduct applies to all Liiga employees, including the management, officials, event staff, referees and players.

Every employee must be familiar with the Code of Conduct and commit to complying with it.

We expect our players, staff and partners to respect our Code of Conduct and to commit to acting responsibly.

We require our most significant partners and subcontractors to commit to our principles of corporate responsibility.



**The Code of Conduct  
guides us in making  
ethically and otherwise  
responsible choices.**

# We commit to doing right in terms of ethics, and we all must:

- learn about and comply with the Code of Conduct
- adopt a responsible attitude
- promote compliance with the Code of Conduct at work
- report activity that violates the Code of Conduct
- lead a culture of ethical behaviour by example
- ask for advice from a superior if unsure or confidentially by email to [compliance@liiga.fi](mailto:compliance@liiga.fi)

# LAWS, CONTRACTS AND RECOMMENDATIONS CONCERNING THE CODE OF CONDUCT

# Ethics and compliance with laws

We always comply with the Finnish legislation and regulations in our operations. We do not condone breaking laws, and we never encourage or instruct anyone to break the existing legislation.

Key areas include laws on employee status, restriction on and fair competition, occupational health and safety, data security, equality, and

protection of the environment and privacy.

Each of us is obliged to implement the guidelines in our daily tasks. As part of the Liiga community, we undertake to know the Code of Conduct, to follow the practices set out in it, to seek help when necessary, and to report any activity that violates the Code of Conduct as soon as we become aware of it.

**If you suspect that our Code of Conduct conflicts with current legislation or recommendations, please bring forth the issue with your supervisor.**

# Contracts and recommendations concerning the Code of Conduct

## Five international agreements have been made concerning physical culture and sports:

- Council of Europe Anti-Doping Convention (ratified by Finland in 1990)
- UNESCO International Convention against Doping in Sport (ratified by Finland in 2006)
- Council of Europe Convention on Spectator Violence (ratified by Finland in 1987)
- Council of Europe Convention on Integrated Safety, Security and Service Approach at Football Matches and Other Sports Events (signed by Finland in 2016)
- Council of Europe Convention on the Manipulation of Sports Competitions (signed by Finland in 2014)

In addition, there are several international recommendations concerning ethical principles in physical activity and sports.

All Liiga athletes are obliged to comply with the Finnish anti-doping regulations, the anti-doping regulations of the domestic and international sports federations, and the anti-doping regulations of the International Olympic Committee during the Olympic Games.



# CODE OF CONDUCT



## ETHICS - THE BASIS FOR OUR OPERATIONS

Liiga is a responsible business operating in a sustainable manner and taking into account the interests and expectations of its stakeholders while offering high quality competitive sport experiences. The Code of Conduct makes it easier for us to ensure that all parties are committed to the same operating principles.

Liiga's objective is to be the most trustworthy partner we can possibly be. In our dealings with the various stakeholders, we all must behave honestly and transparently.



## LIIGA'S CODE OF CONDUCT PRINCIPLES

We...



protect and secure each other's health and safety



promote and advance clean sports



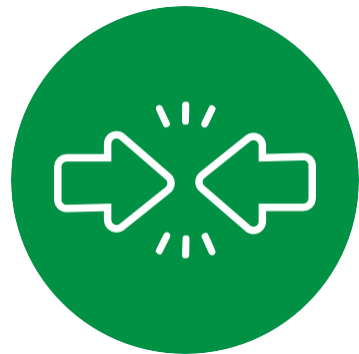
treat each other equally and do not discriminate



comply with data protection requirements



do not offer or accept bribes



avoid conflicts of interest



are committed to fair play



deal fairly with all our partners



minimize our environmental impact and promote sustainable development



respect each other in and outside the rink



**We protect and secure each other's health and safety.**

## **1. OCCUPATIONAL SAFETY AND HEALTH**

We support our personnel's wellbeing at work taking into account the necessary work-life balance and work-related mental and physical stress factors as early as possible.

We are all individually responsible for complying with safety instructions at work and using personal protective equipment. It is every employee's duty to protect themselves, their colleagues, the workplace, the community and the environment

by reporting conditions harmful to health or safety, by taking preventive measures, and by minimizing potential damage. Our objective is to reduce the risks related to health and safety at work.

Event safety is important to us, and we always consider safety when planning events.



**We promote  
and advance  
clean sports.**

## **2. ANTIDOPING**

Anti-doping regulations apply to everyone participating in our activities. The most important thing is to know and understand our responsibilities in order to be able to do the right thing in any situation.

We are committed to complying with the anti-doping regulations in force.

Anti-doping's most important objective is to induce negative attitudes towards doping, the use of substances, and other activities

that violate fair-play rules.

We are all entitled and obliged to promote clean sports.



**We treat each other equally and do not discriminate.**

### **3. EQUALITY AND NON-DISCRIMINATION**

We respect human rights, including equality and non-discrimination.

We assign tasks gender-neutrally and treat everyone equally regardless of ethnic, religious, social, political or similar characteristics arising from a person's background.

We maintain and require our partners to maintain an equal, diverse and fair working community. We respect freedom of association and the

right to organize on the job/professionally.

We will not tolerate any form of harassment, bullying, or emotional or physical violence.

We value everyone's freedom to their own political opinions.

Furthermore: anyone who participates in political debate in their free time must stress that the comments or statements they make are their own and not representing Liiga.



**We comply  
with data protection  
requirements.**

#### **4. CONFIDENTIALITY**

We ensure data protection and handle confidential information as prescribed by law. We keep confidential information about our employees, players, and business partners safe and do not disclose this information to anyone other than those involved. The disclosure of personally identifiable information must be avoided.

We do not disclose customer information to third parties or internally, unless there is a

legitimate need, such as a requirement based on a contract or a legal request from an authority.



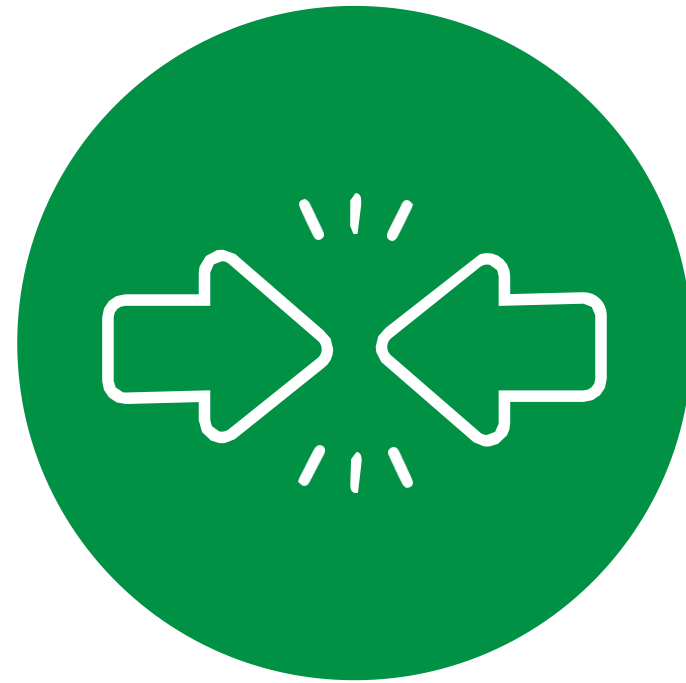
**We do not  
offer or accept  
bribes.**

## **5. INTEGRITY/INCORRUPTIBILITY**

We do not offer or accept favors, gifts or benefits that can, within reason, be expected to inappropriately influence our decision-making or create an impression of such.

We are committed to fighting corruption in all its forms, including blackmail/extortion and bribery. We will not advise, urge, entice or instruct anyone to take or offer bribes through or without intermediaries.





**We avoid  
conflicts of  
interest.**

## **6. CONFLICT OF INTEREST**

We are a reliable partner to our stakeholders, including our business partners, suppliers and customers.

We operate in the best interest of Liiga.

An employee of Liiga or a club must not use their position to pursue their own interest and must refrain from situations where personal interest may conflict with the interest of their employer. Situations that may create an impression of a

conflict of interest must also be avoided.

Employees must be able to always perform their duties objectively and impartially.



**We are  
committed to fair  
competition.**

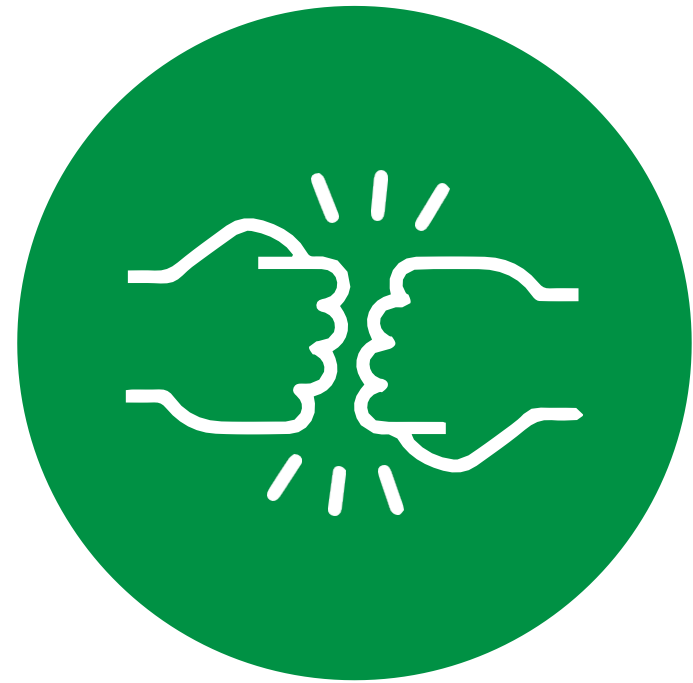
## **7. FAIR COMPETITION**

Private conversations, messages, contracts and agreements with competitors are forbidden. The members of our teams do not participate in betting on their own team's matches personally or through a representative and do not behave in any other way that may call into question or compromise their activities or their employer's position regarding betting or pools.

We do not condone or promote money laundering, and

we comply with anti-money-laundering legislation worldwide.

We know who our partners are. We only do business with reputable parties who conduct legitimate business and whose funds originate in legitimate sources.



**We deal  
fairly with all  
our partners.**

## **8. ETHICAL COLLABORATION**

We want to be a good partner and seek trustworthy and fair business relationships.

We treat all our suppliers, service providers and subcontractors fairly. We select our partners regardless of the nationality of their shareholders or management, unless specific legal requirements or legitimate commercial requirements force such factors to be considered.

The procurement of materials, supplies and services is based on

appropriate financial criteria, such as price, contractual and delivery terms, service and quality.



**We minimize our environmental impact and promote sustainable development.**

## **9. SUSTAINABLE DEVELOPMENT AND THE ENVIRONMENT**

Liiga has the opportunity and an obligation to act as a trailblazer in sustainable development. Liiga, the clubs and their players and employees together with the supporters and partners affect the conditions in which the future generations go out on the ice.

We support sustainable development to save the winter sports and to stop climate change. Environmental action is a matter for all of us.

We are committed to developing all aspects of our

business to become more environmentally responsible.

We review our operations at regular intervals and replace purchases with more environmentally friendly alternatives whenever possible.

We are committed to communicating issues related to environmental responsibility to our stakeholders and encourage them to examine their own activities from the perspective of environmental issues.



**We respect  
each other in and  
outside the rink.**

## **10. COMMUNITY**

We respect the rights of every individual. Bullying, discrimination, dissing, name-calling, physical and mental violence, oppression, belittling, sexual and gender-based harassment and racism do not belong in hockey – not when presented as joking either.

We stick to good manners in any situation.

We communicate honestly and openly.

We understand that our

freetime activities may impact Liiga's reputation.

We follow the same principles on social media as in any other communications and interaction regarding confidentiality and correctness of information.

When posting on social media, we make it clear that our opinions are our own, not representing Liiga.

We do not publish information that could harm Liiga, its employees or partners.

# ENFORCEMENT AND REPORTING CONCERNS

## **ENFORCEMENT**

Liiga's management is responsible for maintaining and communicating the Code of Conduct. Failure to comply with this Code of Conduct may result in appropriate disciplinary action.

We encourage everyone to raise suspicions of illegal or unethical activity or other misconduct whenever there are grounds for doing so.

This guideline has been approved by the board and is to be updated annually as necessary.

## **REPORTING CONCERNS**

If you observe or suspect behaviour that violates our Code of Conduct or Finnish laws, report the matter by e-mail to [compliance@liiga.fi](mailto:compliance@liiga.fi).

We are all obliged to report any activity that violates this Code of Conduct without delay.

We make sure that reporting the suspected violation does not result in any negative consequences to the person submitting the issue.

Confidential informants will remain anonymous. We do not tolerate any form of retaliation against the individuals who raise concerns or assist in the investigation of potential violations.

