

# Code of Conduct

Participation in the Canadian Marketing Association (CMA) Mentorship Program (henceforth Mentorship Program) requires consent to the following agreement:

## **1. Conflict of Interest**

Both Mentors and Mentees agree to disclose to each other any potential or actual conflicts of interest that may affect the mentoring relationship. There are several types of conflicts of interest:

- \* Cannot have prior intimate relationships with the Mentor, Mentee or their families
- \* Cannot be used for any personal or monetary gain

The mentoring program manager has the right to terminate any mentoring relationship in which there is a conflict of interest.

By agreeing to participate in the mentoring program you agree with these Conflict of Interest terms.

## **2. Professional Standards - No Discrimination, Harassment or Violence**

Both Mentors and Mentees are expected to act in a professional and appropriate manner and must agree to not take part in any harassment, discrimination or violence with the following definitions:

- \* Discrimination - unequal treatment based on bias
- \* Harassment - comments or actions that are known to be offensive, usually regarding age, sex, race, gender identity, gender expression, disability, sexual orientation, creed
- \* Sexual and gender-based harassment - avoid all sexual-oriented behavior
- \* Workplace violence - no verbal, written or physical violence

### **3. Health & Safety Requirements**

Mentors and Mentees are encouraged to meet in public locations, such as professional offices, coffee shops, and not private residences. Should the Mentee visit the Mentor in their place of work, the Mentor is to ensure that the visit adheres to the appropriate occupational health and safety policies and procedures.

### **4. Privacy & Confidentiality**

Confidentiality should be maintained by both parties to help foster sharing and meaningful discussion through a honest and trusting relationship. Confidentiality should also be maintained beyond the relationship itself and even in the circumstance that the mentoring is terminated. However, a breach of confidentiality is warranted in the extreme circumstance when it is required to maintain someone's personal safety or when legally obligated to do so.

When using the online Platform that facilitates the mentoring program please note that it follows our Privacy Policy.

### **5. Mentoring Matching and Relationships**

Follow the terms described in the Mentoring Program Agreement.

### **6. MentorEase Online Platform Usage**

Follow the terms described in the Mentoring Program Agreement.