

## **Need for Policy**

DAA's ability to maintain a high reputation among the public and the digital analytics industry will be severely compromised by any ethical lapses on the part of individuals representing DAA, particularly its officers and directors. It is essential that everyone associated with DAA be sensitive to potential conflicts of interest.

## **Principles of Administration**

1. Potential conflicts of interest should be identified and reported as early as possible. If problems are identified before commitments are made or questionable actions have occurred, embarrassment can be avoided and alternatives can be explored.
2. The evaluation of conflicts of interest must be made by disinterested individuals. Conflicts may be waivable, but that can only be done by disinterested individuals.

## **Individuals with Other Affiliations**

DAA's work is done by individuals who are not employees of DAA. This includes, among others, the members of the Board of Directors. Such individuals will in most cases have other business and professional affiliations. Companies or other organizations with which such individuals are affiliated should not be given an "inside track" with respect to the work being done for DAA by their employees. Such situations must be reviewed on a case-by-case basis so that equitable ground rules can be developed.

## **Gifts**

No one connected with DAA shall accept gifts, stock or other equity (such as options), entertainment, loans or anything else of value from any organization or individual, if a reasonable person might fairly perceive the offer of any of the foregoing as an attempt to influence DAA or to garner special benefits from DAA.

## **Reporting of Conflicts of Interests**

Every person connected with DAA has an obligation to report any actual or potential conflict of interest as soon as he/she becomes aware of any circumstances which may give rise to a conflict of interest. Such reports should be made to the Board Chair of DAA or to another senior disinterested officer or director.