



Member Code of Conduct (COC)

Purpose

This COC sets out Collective Intelligence's expectations regarding your conduct as a member of Collective Intelligence in relation to confidentiality, conflicts of interest and non-discrimination. We expect all Collective Intelligence members to participate in Collective Intelligence discussions, conversations and activities on the basis of this common set of expectations and understandings set out here.

Confidentiality

The Principle

You are expected to treat all Collective Intelligence Confidential Information (as described below) in a confidential manner. In particular, we expect you will not:

- disclose any Collective Intelligence Confidential Information to, or discuss any Collective Intelligence Confidential Information with, any person who is not a member of your Collective Intelligence team, or
- use any Collective Intelligence Confidential Information for any purpose other than participating in discussions involving your Collective Intelligence team or conversations with another member or other members of your Collective Intelligence team.

What is "Collective Intelligence Confidential Information"?

We consider Collective Intelligence Confidential Information to be:

- the content of any "Snapshot" provided by a prospective new member of a Collective Intelligence team
- any "Update" provided by a Collective Intelligence team member
- any document provided by a "host" Collective Intelligence team member in connection with the meeting in respect of which he/she/they is or are the host (a "host day")
- the focus of a host day
- the identity of an interviewee participating in a host day or any information which may enable an interviewee to be identified
- the content of any discussion which occurs in a team meeting or of any conversation with another member or other members of your Collective Intelligence team
- any insight which another member of your Collective Intelligence team gets from participating in a Collective Intelligence team meeting or from any conversation with another member or other members of your Collective Intelligence team
- any other document or information distributed or disclosed at or in connection with a Collective Intelligence team meeting which is marked "Confidential" or which those attending the meeting are expressly told is to be treated as confidential.

What is not "Collective Intelligence Confidential Information"?

We consider the following not to be Collective Intelligence Confidential Information:

- the identity of other Collective Intelligence members, or



- the identity of the other members of your Collective Intelligence team,
- any insight which you personally gain from participating in any discussion involving your

Collective Intelligence team or any conversation with any other member or members of your Collective Intelligence team.

Caution

When disclosing to others any information which is not Collective Intelligence Confidential Information, you are expected to exercise sensitivity and judgement. In particular, when disclosing any such information, you are expected to ensure that you don't:

- inadvertently disclose (directly or implicitly) any Collective Intelligence Confidential Information, or
- disclose any personal information concerning any Collective Intelligence member or guest (including any interviewee).

Exceptions

- The facilitator of your Collective Intelligence team will commonly debrief company founder, Ian Harvey, on each Collective Intelligence team meeting. Some Collective Intelligence Confidential Information may be disclosed to Ian Harvey in the course of this debrief. Sensitivity, discretion and transparency can be expected to be exercised by a facilitator when disclosing to Ian Harvey any personal information shared during a Collective Intelligence team meeting.
- If you are concerned about something arising during a Collective Intelligence team meeting which you don't consider appropriate to raise during the meeting, you are expected to raise it with your team's facilitator at the first possible opportunity after the meeting. If you are uncomfortable raising the matter with the facilitator or consider he or she is not dealing with the matter appropriately, you may raise it with [Ian Harvey](#) at the earliest opportunity.
- These COC guidelines are not intended to restrict any disclosure of Collective Intelligence Confidential Information where:
 - disclosure is required by law, or
 - disclosure is necessary to prevent or lessen a serious threat to public health or safety or to the life or health of any individual.

Conflicts of Interest

The Principle

If, in the course of any Collective Intelligence team conversation, discussion or activity, you identify a conflict or potential conflict of interest, you are expected to notify your Collective Intelligence team facilitator of that at the first possible opportunity and seek guidance from the facilitator as how best to handle the conflict or potential conflict of interest.

If you are uncomfortable raising it with your Collective Intelligence team facilitator, you are expected to raise the conflict or potential conflict with [Ian Harvey](#) at the first possible opportunity and seek his guidance as to the best way of handling it.



What sorts of conflicts of interest or potential conflicts of interest should be disclosed?

You are expected to disclose (in the manner outlined above) any situation where you become aware the business, financial or personal interests of another Collective Intelligence member may conflict or potentially conflict with:

- your business, financial or personal interests: or
- the business, financial or personal interests of:
 - your spouse, partner or any other close family member, or
 - any business, company or other entity either:
 - controlled by you or by your spouse, partner or another close family member; or
 - in which you or your spouse, partner or another close family member has a significant investment or involvement.

No Discrimination

The Principle

Any form of discrimination is contrary to the ethos of Collective Intelligence. This includes any form of racism, sexism or ageism. Consequently, it is expected you will not at any time:

- act in a discriminatory manner; or
- in the course of any Collective Intelligence discussion or conversation express any discriminatory view.

Your Key Contact for COC Queries - Ian Harvey

Ian 'Harv' Harvey

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