



**Data#3**

**Values, Vision,  
Strategy and  
Code of Conduct**

**Data#3 is committed to being an exceptional company in a world of transition. This vision, strategy and Code of Conduct has been designed to articulate our organisational goals and strategies, as well as providing a guide for appropriate conduct applicable to all employees.**

Our strategy unites innovative solutions, remarkable people and organisational excellence through our solutions framework to deliver exceptional performance through customer success.

The value propositions highlight what each of our stakeholders (customers, technology partners, shareholders, people and community), can look forward to when they invest time and resources into Data#3.

The Code of Conduct sets the standard for the way we work as individuals and as an organisation. Underpinned by our core values; it provides a practical set of guidelines to help you in your day-to-day life at Data#3.



### **Our vision**

**Our vision is to harness the power of people and technology for a better future.**



### **Our core purpose**

**Our core purpose is to enable our customers' success.**



### **Our strategy**

**Our strategy is to enable our customers' digital transformation by creatively evolving our solutions capability.**



## Key Stakeholders



### Our customers:

What we do for our customers enables their success.



### Our shareholders:

We reward our shareholders for their confidence and support.



### Our partners:

We invest to release the value of our partners' offerings.



### Our community:

We work to support the communities we operate in and make a meaningful difference.



### Our people:

We inspire and support our peoples' passion for excellence and to do their best every day.

## Our Code of Conduct

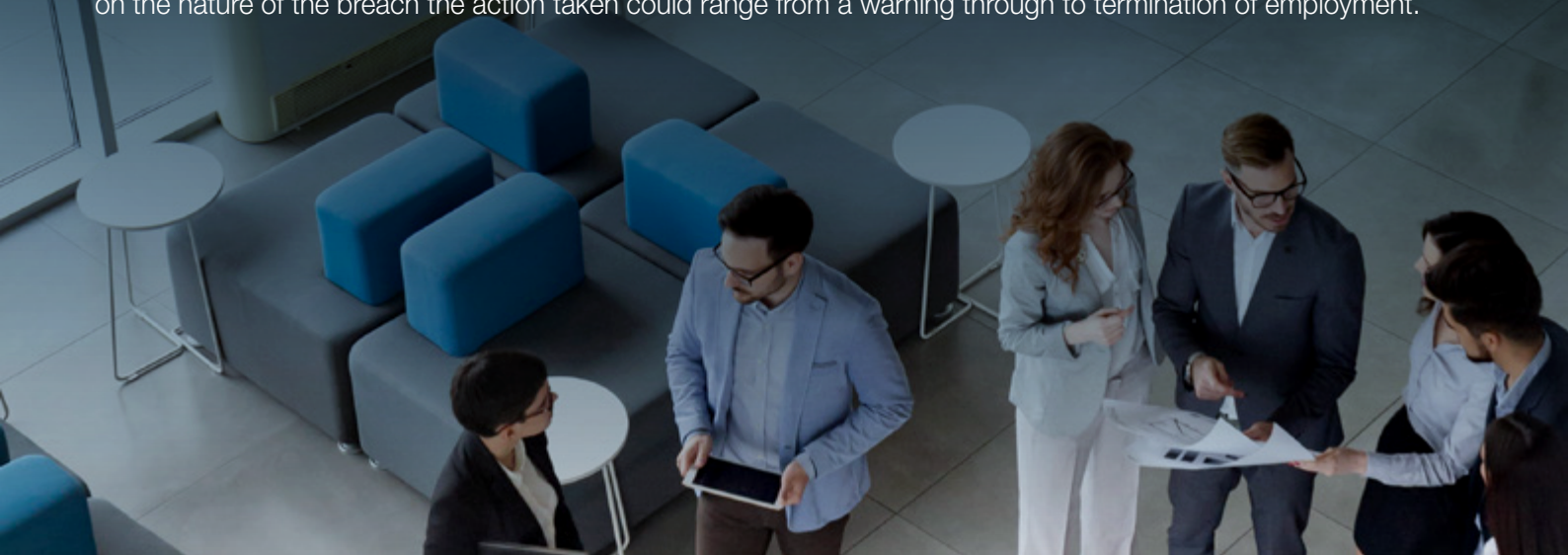
The Data#3 Code of Conduct sets the standards for the way that we behave. It is a practical set of guiding principles that have been designed to help you make decisions in your day-to-day work. Underpinned by our core values, vision statement and Employee Value Proposition, the Code is supported by several more detailed policies and guidelines.

To further guide our people on our ethical business principles, Data#3 has an established suite of policies and processes that cover all aspects of our business activities, from sales and marketing through to product and project delivery. These policies and processes are the foundation of Data#3's Ethics and Compliance Framework and available to read in our [Code Of Business Ethics](#).

## What are my responsibilities under the Code?

This code applies to you if you are engaged by Data#3 in any capacity (temporary or permanent employee, casual, contractor, or consultant, or performing work in a Data#3 office or Data#3 customer site). You are expected to honour the Code whenever you are identifiable as a representative of Data#3 – this may be applicable outside of regular working hours or even online.

Failure to comply with the Code will be considered a serious breach of policy and may be investigated. If you witness another Data#3 team member breaching the Code, you are ethically obligated to report the breach to either your manager or a member of the OD&HR team. A reported breach may lead to disciplinary action and depending on the nature of the breach the action taken could range from a warning through to termination of employment.



## Ethics in action

When faced with a situation that could be unethical, ask these questions...

1. Is it fair and honest?
2. Is it legal?
3. Is it consistent with the Code of Business Ethics? Does it align with our core values (HEART) or policies?
4. Does it benefit Data#3 as a whole – not just a certain individual or group?
5. Would I feel unconcerned if this appeared in a news headline, or if my manager or family found out?

If you answered **yes** to any question:

The situation is likely **ethical**.

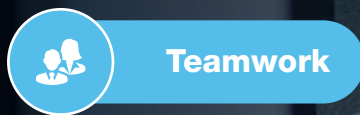
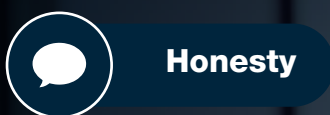
If you answered **no**, or **unsure** to any question:

The situation is likely **unethical**:  
**STOP... Rethink and Reach out**  
for guidance.

## How do we ensure that the Code remains current and effective?

At the commencement of employment and each time there is either a change to your role, remuneration or employment conditions, you are required to sign the declaration to show you understand the principles of the Code, confirm that you have complied with them previously, and agree to comply with them going forward.

## Our core values





## Honesty

Honesty is essential to your, and Data#3's success. A culture focused on honesty is the foundation for any meaningful relationship with customers, vendors, and each other. It is also key to developing credibility – the cornerstone to our successes.

### What are some examples of acting with honesty?

- Be authentic not only with others, but with yourself.
- Honour your commitments – if you must break or change a commitment, communicate this as early as you can.
- Be open and honest in all your dealings, even if you fear the consequences.
- Never use your position or any information you receive to further your own personal interests.
- Use Data#3 assets appropriately and for proper purposes.
- Immediately report any suspicions of fraud, theft, or other dishonest behaviour by others.



## Excellence

A continued commitment by our people to the pursuit of excellence is what allows us to keep our edge in an ever-changing market. Excellence requires constant improvement to current goals, processes, and systems.

### What are some examples of how to commit to excellence?

- Pay attention to detail – even with the little things, proof-read your emails, follow up when you say you will.
- Learn from your mistakes – see them as feedback that provides you with the information you need to learn, grow, and succeed.
- Step outside your comfort zone and try something challenging or new.
- Focus your attention on the present moment and avoid distraction.



## Agility

A dedication to the continual improvement of our products and services, and the ability to adapt to rapid changes in market demands is one-way Data#3 sets itself apart from the competition. Agility allows Data#3 to respond rapidly to changes in market without losing our momentum or vision.

### What are some examples of how to work with agility?

- Have the courage to put your hand up with a new idea or process.
- Commit to continual improvement and learning.
- Embrace change initiatives with a positive approach.
- Be aware of and prepare for the impact of change initiatives.



## Respect

Treating others with respect is essential to building the personal and professional relationships that we need to operate every day. We are expected to treat everyone we encounter with dignity and respect, regardless of their position or circumstances.

### What are some examples of showing respect to others?

- Be fair and consistent in your treatment of everyone.
- Acknowledge that people won't start to trust you until you start to trust them.
- Give credit where it is due and value the contributions of others.
- Put yourself in another's shoes and try to understand their motivations before judging their actions.
- Never discriminate against, harass, or bully fellow Data#3 team members, customers or vendors – apart from being disrespectful, it is illegal.
- Do not give out information regarding a fellow team member without first gaining their express permission.
- Accept and support decisions once they have been made.



## Teamwork

Data#3 thrives on the proactive sharing of knowledge and ideas. No one person in the business holds all the answers, and so we value the different strengths that everyone is able to contribute.

### What are some examples of contributing to the team?

- Openly encourage and support your peers.
- Take ownership of team and organisational goals.
- Listen to others with an open mind and encourage them to share their work experiences.
- Act unselfishly and be dedicated to your team.
- Share your knowledge and your experience with others.