

## **Code of Conduct for The Well Network, LLC**

### **Purpose**

The Well Network, LLC is a professional community dedicated to fostering meaningful connections, knowledge sharing, and collaboration within the Consumer Packaged Goods (CPG) industry, specifically focusing on food, beverage, and wellness sectors. This Code of Conduct outlines the standards and expectations for all members to ensure a positive, respectful, and inclusive environment both online and at in-person events.

### **1. Respectful Communication**

- **Professionalism:** Always communicate with respect, courtesy, and professionalism. Avoid using language that is discriminatory, harassing, or offensive.
- **Constructive Feedback:** Offer constructive feedback that is meant to help, not harm. Criticize ideas, not individuals.
- **Respect Diverse Opinions:** Embrace the diversity of perspectives within the community. Healthy debates are welcome, but disagreements should be handled respectfully and thoughtfully.

### **2. Inclusivity and Diversity**

- **Equal Opportunity:** We are committed to creating an inclusive environment where everyone, regardless of race, ethnicity, gender, age, sexual orientation, religion, or disability, feels welcome and valued.
- **Supportive Environment:** Actively support and encourage the participation of all members, particularly those from underrepresented groups in the CPG industry.
- **Accessibility:** Strive to make online discussions and in-person events accessible to all members, including those with disabilities.

### **3. Integrity and Professionalism**

- **Honesty:** Be truthful and transparent in your communications. Do not misrepresent your experience, qualifications, or intentions.
- **Confidentiality:** Respect the confidentiality of information shared within the community. Do not share sensitive information outside of the group without permission.
- **No Self-Promotion:** Refrain from using community platforms for self-promotion, unsolicited marketing, or sales pitches unless explicitly allowed by the community guidelines.

### **4. Collaboration and Knowledge Sharing**

- **Open Sharing:** Share your knowledge and expertise generously. Encourage collaboration and be open to learning from others.
- **Give Credit:** Acknowledge and give credit to others for their ideas, work, and contributions.
- **Mentorship:** If possible, offer mentorship and guidance to newer members or those seeking to advance their careers in the CPG industry.

### **5. Conduct at In-Person Events**

- **Professional Behavior:** Maintain the same standards of professionalism and respect in person as you would online.

- **Respect Personal Boundaries:** Be mindful of personal space and boundaries. Do not engage in any form of physical or verbal harassment.
- **Responsible Consumption:** If alcohol is served, consume responsibly and ensure your behavior remains professional.

#### **6. Enforcement and Reporting**

- **Reporting Violations:** If you witness or experience behavior that violates this Code of Conduct, report it to the community moderators or event organizers. All reports will be handled confidentially.
- **Consequences:** Violations of this Code of Conduct may result in consequences, including but not limited to a warning, temporary suspension, or permanent removal from the community. Referral to appropriate authorities if necessary.
- **Appeals:** Members may appeal decisions by contacting the community leadership, who will review the case.

#### **7. Continuous Improvement**

- **Feedback:** This Code of Conduct is a living document. We welcome feedback from members to improve and evolve these guidelines.
- **Regular Updates:** The community leadership will review and update this Code of Conduct regularly to ensure it remains relevant and effective.

#### **Acknowledgment**

By joining The Well Network, LLC, you agree to abide by this Code of Conduct and contribute to a positive, respectful, and inclusive community.

#### **Contact Information**

For any questions or to report a violation, please contact [hello@followthewell.com](mailto:hello@followthewell.com) or reach out to any of our Executive Founding Members directly – Mark Nguyen, Nira Paliwoda, Brian Choi, and Cara Moore.

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This Code of Conduct is designed to create a safe and positive environment where members can thrive professionally and personally. If you need any adjustments or specific additions, feel free to let me know!