

ESA Code of Ethics

Amended April 16, 2009

Members of the National Burglar & Fire Alarm Association (ESA) are committed to serving the public with high quality products and services that help protect lives and property through the detection of certain events. The ESA Code of Ethics is intended to assist ESA members and their employees in providing these products and services to the public in a highly ethical manner. This Code is binding on all members of the ESA.

In providing products and services, ESA member's impact: their customers; public emergency response agencies; their employees; competitors; and the general public. ESA members will take all appropriate steps to adhere to the following principles as they apply to each of these impacted groups.

1. Customers

Members acknowledge that their customers are the members' reason for being. Members will give due respect to customers by complying with the following:

- (a) Members will advertise in a non-deceptive manner and in accordance with applicable laws.
- (b) In sales presentations to prospective customers, members will:
 - (i) not misrepresent the capabilities of their products or services;
 - (ii) not quote statistics or provide other information which is known to be false or which the member has not made a reasonable effort to objectively verify.
- (c) In contracting with customers, members shall use printed documents, which clearly and conspicuously set forth both the member's, and the customer's rights and obligations. Members' representatives shall be trained with respect to the terms of the contract so that a customer's questions can be answered at or prior to signing. Members shall leave the customer with a copy of the contract.
- (d) Members shall comply with all applicable national, state and local laws including, but not limited to, licensing.
- (e) Members shall provide and keep an updated phone number for customers to call to obtain subsequent service or assistance.
- (f) Members who sell or purchase a customer account shall take reasonable steps to assure that the customer is notified of the change of ownership and is provided with the names and contact information of the purchasing company.

2. Emergency Response Agencies

Members acknowledge that valuable public resources are expended through emergency agency response to alarm system users. Members shall endeavor to reduce the rate at which emergency agencies respond to non-emergency occurrences by:

- (a) Complying with applicable alarm ordinances.
- (b) Encouraging customers to comply with applicable alarm ordinances.
- (c) Training customers in the proper use of the member's products and services and leaving the customer with written instruction material.

- (d) Stopping use of equipment that the member has found to create false dispatches.
- (e) Providing reasonable cooperation to customers and emergency agencies in remedying an alarm system identified as creating excessive false dispatches.
- (f) Encouraging participation in, or cooperation with, ESA programs designed to reduce false dispatches.

3. Employees

Members acknowledge that it is through their employees that they are able to deliver products and services to customers thereby creating, sustaining and developing their businesses.

- (a) Members will develop and utilize training, equipment, policies and procedures, which promote on the job safety for their employees.
- (b) Members will provide training to all employees sufficient to allow them to perform their duties in a high quality and highly professional and ethical manner.
- (c) Members will provide ongoing supervision of employees to allow performance of their duties in a high quality and highly professional and ethical manner.
- (d) Members will encourage the career development of employees.
- (e) Members shall comply with all equal employment opportunity laws.

4. Competitors

Members acknowledge that the public is best served by competition among companies that deliver like products and services in a professional and ethical manner.

- (a) Members shall comply with all antitrust laws.
- (b) Members shall conduct all Association meetings or functions in accordance with the ESA's antitrust statement.
- (c) Members will not make any negative statement regarding a competitor which it knows to be false, or which the member has not taken reasonable steps to objectively verify.
- (d) Members will not target a competitor to hire away its employees for the purpose of harming the competitor.

5. General Public

The ESA desires that its members act as responsible citizens in the communities in which they operate.

- (a) Members will handle all hazardous materials in compliance with applicable environmental laws.
- (b) Members whose employees operate motor vehicles in the performance of the member's business will establish policies and procedures that encourage safe and courteous driving.
- (c) When presented with the opportunity, members will positively promote the industry to the public and participate constructively in development of laws and policies that affect the industry.