

BRAZIL BIRDING
EXPERTS

CODE OF ETHICS AND CONDUCT



Introduction

The implementation of Brazil Birding Experts' Code of Ethics and Conduct reflects our commitment to carrying out our activities in an ethical, transparent, professional, and respectful manner toward nature and all human beings involved.

This document establishes the standard of behavior expected from our team and collaborators, not limited to the professional environment but also extending to personal conduct, as Brazil Birding Experts seeks not only skilled professionals, but also good human beings as active participants in this process.

Certain personal behaviors may negatively affect the image of the professional and, consequently, that of Brazil Birding Experts. Let us all remain attentive.

We invite you to read and understand our Code of Ethics and Conduct, which will serve as a guide for decisions and actions in our daily routine, from routine activities to the most complex situations.

Mission

To provide authentic, enjoyable, and memorable birding experiences in various regions of Brazil, promoting nature conservation and supporting the development of local businesses.

Vision

To be the leading reference in birding tourism, recognized for the quality of our services and for our commitment to environmental conservation.





Values

RESPECT FOR NATURE
Our focus is conservation and environmental responsibility.

EXCELLENCE IN SERVICE
We strive to exceed our clients' expectations.

ETHICS AND TRANSPARENCY
We act with honesty and clarity in all our interactions.

COOPERATION AND RESPECT
We believe in teamwork and mutual respect.

CREATIVITY
We encourage the search for innovative solutions to challenges and the exploration of new ideas that benefit our clients and environmental conservation.

COURAGE
We believe courage is essential to making difficult decisions and facing challenges head-on, always prioritizing ethics and respect for the environment.

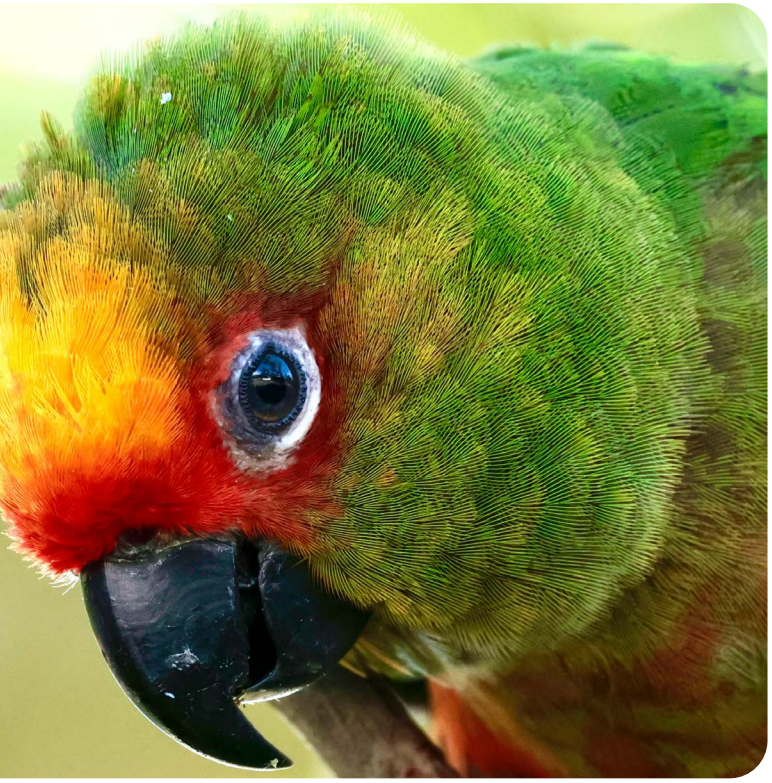
ADAPTABILITY
We are committed to adapting to changes in the market and in the natural environment, responding proactively and flexibly.

RESPONSIBILITY
We understand that being responsible means caring for our clients, the environment, and our community, taking full responsibility for our actions.

RESILIENCE
The ability to face challenges, adapt, and continue learning is central to how we work.

Purpose

This Code of Ethics and Conduct guides the actions and decisions of everyone involved with Brazil Birding Experts, including employees, suppliers, and partners. It defines the ethical and behavioral principles that must guide our attitudes, always in compliance with current legislation and best practices in sustainable tourism.



General Considerations

All employees of Brazil Birding Experts must comply with this Code, internal policies, and applicable legal regulations. In the event of any violation of these rules, appropriate disciplinary measures may be applied.

Before making a decision, always ask yourself:

1- Is it in accordance with the law?

2- Is it ethical?

3- Does it reflect positively on Brazil Birding Experts and its values?

If the answer is “no” to any of these questions, reconsider the action. When in doubt, consult your manager.

Remember Socrates’ Three Filters:

1. Truth – Is what you are about to say or do true?

2. Goodness – Is the action or communication made with good intentions and will it be useful?

3. Necessity – Is it really necessary to say or do this?

Non-Negotiable Principles

Certain behaviors are unacceptable and non-negotiable at Brazil Birding Experts. These include:

LACK OF COURTESY TOWARD ANY HUMAN BEING;
especially coworkers, clients, suppliers, and partners.

LACK OF RESPECT TOWARD ANY HUMAN BEING;
including sarcasm, irony, discrimination, prejudice, harassment, and unethical conduct.

BREACH OF CONFIDENTIALITY AND ILLEGAL PRACTICES,
such as corruption or fraud.

LACK OF HONESTY
in any activity or decision.

Any violation of these principles may result in immediate disciplinary measures.

Desired Attitudes

We value and encourage the following behaviors among our employees and partners:

TRANSPARENCY

Open and honest communication in all interactions.

COURTESY

Treating everyone with respect and empathy.

CONSTRUCTIVE COMMUNICATION

Sharing ideas and information in a useful way, aiming at collective growth and benefit.

RESILIENCE

The ability to adapt to change and overcome challenges.

COOPERATION

Working as a team to achieve common goals.



Workplace Relationships

We promote a safe and healthy work environment where respect is fundamental. We do not tolerate discrimination or any form of moral or sexual harassment. Everyone has the right to work in an environment free from intimidation and humiliation.

Safety and Well-Being

Ensuring the physical and mental safety of our employees and clients is a priority, as is ensuring that our operations respect the limits of nature and protect local biodiversity.



Confidentiality

Confidential information about Brazil Birding Experts, including client, partner, and project data, must be handled with the utmost care. Improper disclosure may cause harm to the company and its partners.

We highlight two clear rules that must be respected:

Do not send confidential company documents to third parties;

Do not retain company files or documents after termination.

Confidentiality must be preserved even after the end of the employment contract. Improper use of confidential information is subject to legal and ethical sanctions.

Commitment to Conservation

We recognize our responsibility to promote practices that contribute to the conservation of birds, habitats, and local ecosystems.

PROMOTING SUSTAINABLE TOURISM PRACTICES that minimize environmental impact and preserve natural resources.

FOSTERING RESPONSIBLE BEHAVIOR TOWARD NATURE AND WILDLIFE, in partnership with our clients.

COLLABORATING WITH LOCAL COMMUNITIES to ensure they benefit from tourism in a fair and equitable manner.

Commitment Agreement

All employees, upon joining Brazil Birding Experts, must sign this Code of Ethics and Conduct, committing to comply with it in all their activities and to promote the company's values in their daily actions.