

CODE OF CONDUCT

OF EASTERN INSURANCE PLC.

The Code of Conduct of Eastern Insurance PLC. is built upon its core values, guiding employees, managers, and executives to uphold ethical principles and standards in all actions. It provides a comprehensive framework for expected behavior, ensuring business operations are conducted ethically, legally, and responsibly. The Code aligns with international standards such as the Universal Declaration of Human Rights (UDHR) and International Labor Organization (ILO) conventions, promoting a culture of fairness, respect, and accountability.

Key Principles

Integrity and Ethics

- Uphold the highest standards of integrity, honesty, fairness, and transparency in interactions with clients, colleagues, and stakeholders.
- Dishonesty, fraud, or unethical behavior is strictly prohibited.

Compliance with Laws and Regulations

- Adhere strictly to all applicable laws, regulations, and industry standards.
- Employees must report any breaches promptly to management or relevant authorities.

Confidentiality and Privacy

- Protect client information and handle sensitive data responsibly.
- Maintain strict confidentiality during and after employment; unauthorized disclosure is prohibited.

Professionalism and Respect

- Promote professionalism, mutual respect, and dignity in the workplace.
- Discrimination, harassment, or disrespectful behavior will not be tolerated.

Conflict of Interest

- Avoid personal interests conflicting with the Company or clients.
- Disclose any actual or potential conflicts promptly to management.

Health, Safety, and Environment

- Adhere to health and safety guidelines and report hazards.
- Promote environmental sustainability and minimize operational impact.

Accountability and Reporting

- Be accountable for actions and decisions.

- Report violations of the Code or ethical standards without fear of retaliation.
- Utilize confidential channels provided for grievance reporting.

Continuous Improvement

- Contribute to enhancing efficiency, service quality, and ethical practices.
- Support ongoing development of corporate governance and operational standards.

Corporate Culture at EIPLC

Empathy

- Understand and address client challenges and aspirations.
- Provide compassionate, client-focused insurance solutions.

Innovation

- Leverage technological advancements and industry trends to improve efficiency, accessibility, and customer satisfaction.
- Continuously seek new ways to enhance operational performance and client experience.

Collaboration

- Foster teamwork, open communication, and mutual respect.
- Encourage diverse perspectives to drive problem-solving and innovation.

Ethical Leadership

- Leaders are empowered to act with integrity, transparency, and accountability.
- Promote ethical decision-making and responsible business practices.

Corporate Social Responsibility (CSR)

- Support local communities and educational initiatives.
- Promote environmental sustainability and create lasting value for stakeholders.

Conclusion

EIPLC's Code of Conduct ensures that integrity, professionalism, and ethical behavior are embedded across all levels of the organization. By fostering empathy, innovation, collaboration, ethical leadership, and social responsibility, EIPLC maintains its reputation as a trusted insurance provider, promotes sustainable growth, and sets new standards of excellence in the insurance sector in Bangladesh and beyond.