

ATSC Code of Conduct

ATSC, The Broadcast Standards Association, is a Standards Development Organization which is a voluntary participation, non-governmental association that upholds a self-imposed obligation to always act with professionalism and integrity. This participant expectation relies on generally accepted standards of behavior and communication, sharing of knowledge and experience, mutual respect, and integrity. ATSC is committed to providing an environment of cooperation and collaboration.

1. CODE OF CONDUCT POLICY

The ATSC Code of Conduct applies to all Participants of ATSC Activities, members, and non-members alike (“Participants”). ATSC Activities include, but are not limited to, ATSC conferences, events, meetings, committee and other volunteer work, either in-person or virtual, and online platforms including (but not limited to) social media, blog posts, video posts, and similar outlets.

Participants in ATSC Activities will:

- Act with integrity toward colleagues and always behave in a respectful manner.
- Refrain from discrimination based on age, race, color, gender identity, sexual preference, religious belief or lack thereof, political persuasion, disability, national origin, or other protected categories.
- Act in a spirit of collaboration and consensus-building with fellow Participants.
- Not knowingly be party to the dissemination of false or misleading information.
- Refrain from use of inflammatory or abusive language or personal attacks.
- Promote a positive and collegial atmosphere free from harassment of any kind, including sexual harassment or bullying, online or in-person, and other unacceptable behaviors.
- Protect the privacy of other Participants and their personal information and data including confidential information shared during the course of ATSC activities in accordance with ATSC policies.
- Avoid any attempts to injure others, their property, reputation, or employment.
- Not bring firearms, weapons (including weapon replicas), ammunition, dangerous or hazardous devices or substances and illegal items to any in-person ATSC Activity.
- Be free from the influence of illegal drugs during any ATSC Activity.
- Not engage in conduct that will bring the profession and/or ATSC into disrepute.
- Be expected to comply with all applicable laws in all countries where ATSC does business.

Participants asked to stop any behavior in violation of this Code are expected to comply immediately. This Code provides general guidelines and cannot cover every possible type of unacceptable behavior. ATSC reserves the right to apply corrective action to instances other than the specific examples noted. ATSC reserves all rights to take any actions deemed necessary if this Code is not followed.

ATSC will not retaliate against any party who reports an act of misconduct, or who reports any violation of ATSC’s Code of Conduct.

2. ANTITRUST POLICY

The policy of ATSC is to adhere strictly to all applicable international, federal, or state competition or antitrust laws. ATSC activities or programs relating to any of the following subjects are improper and are not permitted at any time:

- 1) **Restraint of Trade Agreements.** The establishment of prices, production quotas, or uniformity of conduct, the allocation of customers or markets, standard terms or conditions of sale, boycotts, or other competitive restraints are improper activities. Any activities within, or in conjunction with, ATSC meetings relating to any of these matters are improper and committee chairpersons, staff, and participants should take affirmative action to ensure that no such discussions are initiated or pursued. If any of these subjects are raised, those responsible for the meeting or communications must take positive steps to assure immediate cessation of agreements or further discussions of the subjects.
- 2) **Prices and Pricing Policies.** Any consideration or discussion of product prices or industry pricing policies is improper and not permitted, as is any suggestion of what prices should be. This applies to all discussions and casual remarks relating to individual company prices, changes in prices, or general price levels whether involving formal or informal exchanges between participating representatives. Again, any attempt to raise these subjects should be resisted.
- 3) **Costs.** Programs or activities involving the exchange of information relating to individual company costs of production or distribution and any formulas for computing such costs are improper. Discussions at ATSC meetings about industry costs are not permitted.
- 4) **Markets.** There may occasionally be information exchanges or discussions of general market conditions in geographic areas or regarding products or product types. Those discussions shall be closely monitored by ATSC leadership or legal counsel. There must be no exchange of information on individual company or individual product pricing and no agreement, consensus, understanding, or common action resulting from those exchanges or discussions. If the legal implications are in doubt, the advice of ATSC executive staff or legal counsel should be obtained before proceeding.

In all of the above matters, there must be no exhortation or recommendation in ATSC communications channels or at ATSC meetings to joint decision-making in areas of prices or fees, wages, markets served, products offered, boycotting suppliers, or other anti-competitive subjects. Each ATSC participating company must address these subjects only on an individual company basis.

All ATSC standardization programs must be carried out in good faith under policies and procedures that assure fairness and unrestricted participation. They will not be proposed for, or indirectly result in, effectuation of a price fixing arrangement, facilitating price uniformity or stabilization, restricting competition, suppressing new technology, giving a competitive advantage to any manufacturer, excluding competitors from the market, limiting or otherwise curtailing production, or reducing product variations except where required to eliminate misunderstandings or confusion between manufacturers and buyers with respect to the products.