



Conflict of Interest Policy

Purpose

MarketingCoach.ie is committed to maintaining the highest standards of conduct in all aspects of our activity. This policy aims to effectively manage potential conflicts of interest, be they real or perceived.

This policy aims to support all those within the scope of the policy while also recognizing the need to protect MarketingCoach.ie against conflicts of interest that may be damaging to its activities and reputation.

All MarketingCoach.ie staff are expected to conduct themselves with integrity, impartiality, honesty and professionalism at all times, and to avoid any conflict arising between their role with the client and their other business interests.

Scope

A Conflict of Interest includes perceived and potential as well as actual conflicts of interest. A perceived conflict of interest is one which a reasonable person would consider likely to compromise objectivity.

A potential conflict of interest is a situation which could develop into an actual or perceived conflict of interest. Recognising that it is sometimes difficult to anticipate all conflicts in advance, MarketingCoach.ie agree to flag any concerns once they are made aware of any such potential conflict.

CONFLICTS OF INTEREST

The Client confirms that:

It is aware that the expertise that is being provided is given based on the experience in the marketplace due to the Consultant running a marketing consultancy and digital agencies. The client, acknowledges that the consultant is mentoring or consulting a wide variety of companies, some of which will be in the same sector as the client.

The Consultant confirms that:

it does not now perform or intend to perform, during the term of this agreement, consulting or other services for, or engage in or intend to engage in an employment relationship with, any business which would be directly competitive with the business of the Client. If the Consultant is or becomes in breach of this provision, the Client may terminate this agreement forthwith.

The consultant may work with competitors before or after this agreement. However, as part of this agreement it is agreed that any of the content discussed as part of this agreement will not be disclosed to any third party.

Despite the foregoing confirmation, the Consultant agrees that it will not incorporate into any process, system or software provided by the Client in performance of the Assignment, any physical or intellectual property not owned entirely by the Consultant, without the express, written consent of the Client.

Policy

If an individual has a conflict of interest (actual, perceived or potential), they have a duty to disclose it and to take such actions as may be appropriate, as set out under the procedure below. This duty of disclosure applies to the perception of, as well as the actual existence of a conflict of interest.

MarketingCoach.ie recognises that conflicts may arise even when an individual acts with complete neutrality and professional integrity. The existence of this policy is not in any way intended to question the integrity of individuals, but is necessary to protect all parties from reputational damage or other liabilities.



In instances where an individual identifies a conflict of interest, be it real or perceived, MarketingCoach.ie will highlight to the client a Conflict of Interest Declaration i.e. disclosing the conflict to the client. The client can then choose to continue or stop the consultancy/mentoring process.

Mitigation

Some potential ways of mitigating against conflict of interest can include: (please note that this is not an exhaustive list):

1. Declare the potential conflict of interest to the client(s);
2. Agree if client is happy to proceed with further discussion on their business;
3. Specify any activities, including discussions, negotiations and decisions, in which the individual making the disclosure may not participate;
4. Specify any positions which the individual making the disclosure may not occupy (whether temporarily or permanently);

X Maireann Fitzmaurice

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MarketingCoach.ie