



RILEY HARRIS'

CODE OF ETHICS

1

TRUTH IS THE FOUNDATION OF GOOD COMMUNICATION.

I WILL MAINTAIN A COMMITMENT TO THE TRUTH AND OPERATING WITH INTEGRITY IN ALL THINGS I DO. FOR ME, HONESTY AND TRANSPARENCY ARE KEY TO ETHICAL COMMUNICATION. I PROMISE TO ALWAYS CONSIDER CONTEXT, SEEK ALTERNATIVE PERSPECTIVES, AND REMAIN OBJECTIVE IN MY COMMUNICATION.

2

AI IS NOT A REPLACEMENT FOR HUMAN CREATIVITY.

I WILL ONLY UTILIZE ARTIFICIAL INTELLIGENCE WHEN ABSOLUTELY NECESSARY AND OPT FOR HUMAN INPUT WHENEVER POSSIBLE. WHILE AI MAY BE A POWERFUL TOOL, IT CANNOT REPLACE THE HUMAN EXPERIENCE OR MIMIC THE AUTHENTICITY CONSUMERS ARE LOOKING FOR. I COMMIT TO STAYING EDUCATED ABOUT THE DEVELOPMENT OF AI, WHILE MINIMIZING USAGE IN MY OWN PROCESSES.

3

DIVERSITY IS A REQUIREMENT, NOT AN AFTERTHOUGHT.

INITIATIVES TO INCREASE DIVERSITY SHOULD COME FROM AN AUTHENTIC PLACE, NOT JUST A DESIRE TO KEEP UP WITH WHAT IS TRENDING. I BELIEVE THAT DIVERSITY SHOULD ALWAYS BE ENCOURAGED TO ENSURE A VARIETY OF PERSPECTIVES CAN BE HEARD. IT IS IMPORTANT TO UPLIFT VOICES THAT OFTEN GO UNHEARD SO THAT REPRESENTATION WILL FEEL INFORMED INSTEAD OF TOKENIZED.

4

ACTIVISM SHOULD COME FROM THE HEART.

WHILE ACTIVISM CAN OFTEN BE A POLARIZING SUBJECT, I BELIEVE WE HAVE A RESPONSIBILITY TO ENACT SOCIAL CHANGE WHERE POSSIBLE. IT IS IMPERATIVE THAT SOCIAL ACTION ALIGNS WITH CORE VALUES AND DOES NOT COME FROM AN INAUTHENTIC PLACE. I WILL ALWAYS LOOK FOR WAYS TO HELP MY COMMUNITY AND THE WORLD AROUND ME.

5

THE COST SHOULD NEVER BE TOO GREAT.

PRICING SHOULD ALWAYS REMAIN FAIR AND TRANSPARENT, BALANCING PROFIT GOALS WITH CONSUMER WELLBEING. TO ME, ETHICAL PRICING IS THAT WHICH REMAINS ACCESSIBLE AND CLEAR WITHOUT RELYING ON PREDATORY MARKETING TACTICS. I PROMISE TO NOT FORGET THE IMPACT OF PRICING ON THE CONSUMER WHEN CONSIDERING BUSINESS GOALS.

6

I COMMIT TO ALWAYS TREATING OTHERS WITH DIGNITY.

EVERYONE DESERVES TO BE TREATED WITH DIGNITY, RESPECT, AND FAIRNESS. I VOW TO ALWAYS SHOW UP WITH AN OPEN MIND AND TREAT OTHERS THE WAY I WANT TO BE TREATED. SHOWING CONSIDERATION FOR OTHERS AND MAINTAINING A RESPECTFUL ENVIRONMENT FOR ALL IS VERY IMPORTANT TO ME.