



The Voice of Your Customer

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CODE OF BUSINESS ETHICS

A Message from the President:

The Voice of Your Customer maintains a Code of Business Ethics that reflects the company's existing culture and serves as a guide for our subcontractors and company representatives. Simply stated, we are committed to doing the right thing! As a result, *The Voice of Your Customer* maintains a strong reputation for integrity with its customers, business partners, subcontractors and company representatives.

A corporate culture of ethics for a small business enterprise can only be built on a strong foundation of "personal" ethics. Our integrity is of critical importance to the profitability and sustainability of our firm. For this reason, we expect all of our subcontractors and company representatives to conduct themselves in a manner that reflects *The Voice of Your Customer's* commitment to acting ethically and in ensures compliance with the law. Every subcontractor and company representative is held accountable for complying with this Code.

The very nature of our business dictates a high level of respect for the confidentiality and privacy of customer, business partner and subcontractor information. We are also dedicated to ensuring the accuracy of our financial reporting and all other documentation that we prepare. We uphold strict policies prohibiting activities that conflict with the interests of *The Voice of Your Customer* and our ability to provide exceptional service to our customers.

As *The Voice of Your Customer* takes its place among the most reputable marketing consulting firms in the Queen City, we will maintain high standards for excellence and integrity.

Sincerely,

Crystal L. Kendrick, President

14 October 2007



Do you offer EXCEPTIONAL customer experiences...or simply good products and services? 1