



CANNABIS TRADE ALLIANCE of CANADA

Members' Code of Conduct and Ethics

The Cannabis Trade Alliance of Canada (CTAC) consists of members who are committed to the highest standards of quality, safety, accessibility, and research within Canada's adult-use cannabis industry. Membership in CTAC will provide broad representation of its members on a national/federal level, along with provincial/regional chapters ensuring a representative voice. CTAC will work to establish a level playing field inclusive to all facets of the newly legalized cannabis industry.

CTAC is committed to managing its affairs in accordance with values that adhere to the highest standards of integrity and excellence. Operating with a strong sense of integrity is critical to maintaining trust and credibility with CTAC members and the wider marketplace. CTAC's reputation is its most vital asset.

Transparency is an essential element of good governance. With this in mind, CTAC has adopted this Code of Conduct and Ethics (Code) for the purpose of fostering a climate of honesty, integrity and professionalism. This Code requires its members to act with the utmost integrity and professionalism in all aspects of their conduct.

**This Code of Ethics applies to every Member
of the Cannabis Trade Alliance of Canada**

Members' Code of Conduct and Ethics

As approved and adopted by the board of directors of
the Cannabis Trade Alliance of Canada on February 10, 2016.

Scope

CTAC recognizes that the manner in which members conduct their business affairs reflects upon the professionalism of the entire cannabis industry, and thus the integration of transparent and good governance practices are core elements of CTAC.

This Code sets out specific standards of conduct for CTAC members with respect to the manner in which they deal with other CTAC members, the profession, society, their peers, and their clients. CTAC members demonstrate this commitment by agreeing to abide by this Code in word, action, and with the spirit of integrity that is at the core of these principles upon acceptance as a CTAC member.

1. Integrity, Ethics & Fair Dealing

- 1.1 Given the public and political focus on the cannabis industry, members recognize that the legal landscape is unstable and that rules and regulation to move forward with the legalised adult use cannabis industry is unclear at this time. New legislation, as it develops, will impact members and their conduct. In order to reflect a positive image for the cannabis industry, members agree to guide themselves and their businesses in an honest and dignified manner, not engaging in activities which would bring CTAC or its members into disrepute.
- 1.2 Members must treat other members with honesty, respect, integrity, and good faith, and must respect the views, ideas and contributions of their peers. Open and honest communications and the sharing of ideas and experiences are critical components in the early development of the new legalized cannabis industry. Members must express opinions about other members, their businesses, products and services in a fashion that will facilitate a collegial, professional, and productive atmosphere within the organization.
- 1.3 Members must act in good faith, with due care, and engage only in fair and open competition, by treating other members, competitors, suppliers, clients, and peers, ethically.
- 1.4 Members will not engage in targeted abuse, flaming, or harassment toward other members, or inciting others to harass another member.
- 1.5 Members may not make threats of violence or promote violence, including threatening or promoting hate. Members also may not make threats or promote violence against a person or group on the basis of race, ethnicity, national origin, religion, sexual orientation, gender, gender identity, age, or disability.

2. Health, Safety, Environment & Corporate Social Responsibility

- 2.1 Members agree that safety, training and education are of the utmost importance in maintaining a professional workforce. Members pledge to provide for the safety and training of employees to ensure a healthy work environment.
- 2.2 Members commit to managing and operating their assets in a manner that is protective of human health and safety and the environment, as well as corporate social responsibility.
- 2.3 To the greatest extent possible, members agree to comply with applicable health, safety and environmental laws and regulations.
- 2.4 To the greatest extent possible, members will apply to obtain and maintain any municipal, provincial or federal permission to engage in any aspect of the cannabis industry.
- 2.5 Members recognize the precarious nature of the existing laws and regulations and pledge to support political activity that advances the legitimization of the industry — both through their support of CTAC and through support of other provincial and community efforts.

3. Media Issues

- 3.1 CTAC will designate a limited number of spokespersons responsible for communicating with government, other industry association representatives, the media and the general public, as applicable, on behalf of CTAC, on a regular basis.
- 3.2 Only CTAC designated spokespersons may respond to inquiries from government, other industry associations, the media, or the general public on an “off the record” or “no-names” basis or otherwise.
- 3.3 CTAC’s designated spokespersons are the people holding the following or comparable positions:
 - Interim Executive Director
 - Executive Director
 - Communications Officer
 - Member Relations Officer
 - Treasurer
- 3.4 Members will not represent themselves as “authorized speakers” on behalf of CTAC on any media platform or public forum.

4. Business Practices and Adoption of Standards

- 4.1 To the greatest extent possible, members will adopt best business practices in the conduct of their affairs and agree to work within applicable laws as they develop for the adult-use cannabis industry.

5. Research, Scientific Advancement and Current Practices

- 5.1 CTAC will make efforts to identify good sources of information and educational materials which would be of value and benefit to CTAC's members. Members should make efforts to stay abreast of such updates and are encouraged to share their accumulated information and knowledge with relevant stakeholders, both within and outside of the industry.
- 5.2 Members are encouraged to collaborate with research initiatives being conducted on behalf of the industry whenever is reasonably possible to contribute towards moving the legalized cannabis industry forward.

6. Privacy and Security of Personal Information

- 6.1 Members that collect, use or retain and disclose personal information of individuals must do so in accordance with:
- a) the *Personal Information Protection and Electronic Documents Act (PIPEDA)* which sets out ground rules for how private sector organizations may collect, use or disclose personal information in the course of commercial activities; and
 - b) the applicable privacy legislation and sector-specific privacy laws as applicable to the province or territory while carrying on business within those provinces and territories.

7. Confidential Information

- 7.1 Members agree to protect the privacy and security of confidential information regarding CTAC and its members, in all forms, including written or electronic, except when disclosure is authorized by an appropriate officer of CTAC or required by laws or regulations. This duty continues after membership with CTAC has ended.
- 7.2 Examples of confidential information include, but not limited to:
- information identified by CTAC as confidential,
 - personal information, as defined in privacy legislation,
 - trade secrets and proprietary information, and
 - other material identified by a CTAC member as confidential and shared amongst other CTAC members

Commitment to this Code of Conduct and Ethics

Each CTAC member not only agrees to abide by the principles and practices set forth in this Code of Conduct and Ethics, but also acknowledges that a material violation of any of the provisions of this Code may constitute grounds for immediate removal from CTAC. Such removal as a result of any violation of this Code is at the discretion of CTAC's Board of Directors.



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Additional Information

Assistance Regarding this Code: If you need assistance interpreting this Code or are faced with a question relating to this Code, a number of people are available through CTAC to consult with, including the Interim Executive Director, the Executive Director, or the Chair of the Membership Committee.