



Motor Dealers' Association of Alberta Associate Member Code of Conduct

(Updated November 15, 2021)

The Motor Dealers' Association of Alberta (MDA) view our Associate Members as key strategic partners in accomplishing our goals and objectives in the automotive industry. Associate Membership is considered an endorsement by the Board and our full membership. As such, we expect our Associates to adopt high standards of dignity, respect, and integrity. This Code of Conduct shall guide Associate Members' leadership and staff in all actions and/or activities associated with providing goods and services to our members and the automotive industry.

Associate Members:

- Operate in a professional manner, employing high standards of integrity and honesty in the treatment of and relationships with our members, including their employees.
- Provide value to members by developing and fostering a relationship of mutual trust and transparency in providing goods and/or services at a cost beneficial to all members.
 - Any specific benefit that is provided to a particular member, will be disclosed to the Dealer Principal or General Manager, regardless of whether the provision is made to the Member entity or a particular employee of the Member.
- Ensure all advertising and communications are honest, forthright and portray the MDA, it's Members and the automotive industry in a positive light.
- Understand that the MDA does not endorse any Associate Member's products or services. Associates may use the terms "Associate Member in Good Standing" in any communications but may not imply any sort of special consideration to Members or consumers.
- Make every effort to be knowledgeable of and comply with relevant municipal by-laws, provincial and federal legislation pertaining to automotive business practices in Alberta and the Territories.
- In accordance with the Freedom of Information and Protection of Privacy Act of Alberta, take appropriate steps to safeguard restricted or confidential information of members and disseminate information in an ethical and responsible manner.

An Associate Member who violates this Code of Conduct may be reprimanded, suspended, or expelled from the MDA by resolution of the Board of Directors. No such disciplinary action shall be taken until a Disciplinary Committee, appointed by the Executive Committee, has undertaken a complete investigation and the member in question has had an opportunity to respond and, where appropriate, to correct the violation.

This Code of Conduct may be amended by the MDA from time to time. Enforcement and/or interpretation rest solely with the MDA and its Board of Directors and does not imply or create any rights in favor of any specific Associate Member or other parties other than the MDA.

Name (please print)

Signature

Date