



ISIA Code of Business Practices

The International Serum Industry Association (ISIA) is an Association representing the interests of manufacturers and end users of animal derived material, specifically serum products, used by the Life Science Industry for both research and manufacturing. The products and services offered by the membership make a significant contribution to the global healthcare market.

The Membership of the Association recognises the importance of compliance with global and national regulations controlling the production and movement of this material. The Membership of the Association adheres to strict ethical standards, shown as **Appendix 1** of this Code of Business Practice (Code).

This Code is intended to provide guidance as to the minimum standards which should apply to the business practices of all members of the ISIA, whether full members or associate members, nationally and globally. It is not the intention of the ISIA that this Code should supplant or supersede national regulations or individual company business practices but to provide clarification and support to promote the industry.

Quality and Regulatory Compliance

The ISIA Membership is wholly committed to the collection, manufacture and supply of quality products to the Life Science Industry, both as research reagents or for further manufacturing use. ISIA members must comply with national and international legal and regulatory requirements of all territories in which they operate. These include regulations and legal requirements of a general nature and also those specific to the Life Science and associated industries.

Marketing Activities

ISIA members should ensure that all labelling, documentation, advertising and promotional material should be clear, accurate, objective and unambiguous.

1. The activities of the ISIA must not be disparaged in an advertisement or other marketing materials, including presentations
2. ISIA Members who hold ISIA Traceability certification are required to present all promotional material mentioning the ISIA and Traceability Seal to the Office of the CEO of the ISIA for approval prior to publication

The ISIA Policies covering Marketing Material are shown in **Appendix 2** of this document.

Terminology

In all cases, ISIA members should ensure that they adhere to the definitions for serum, age of animal and origin adopted by the Association and stated in the current Traceability Policy.

The ISIA Policies covering Traceability are shown in **Appendix 3** of this document.

Competition/Antitrust

The ISIA Membership is required to conduct business in accordance with applicable competition and public procurement law. Prohibited activities include agreements or understandings with competitors or other associates to fix pricing, allocate customers or territories, control or restrict sales or materials sourcing in certain territories.

The ISIA Policy covering Competition/Antitrust is shown as **Appendix 4** of this document.

Export/Import Control

The ISIA Membership is required to be compliant with all export and import law and restrictions covering international trade.

Environmental Issues

The ISIA Membership is required to conduct business in compliance with all applicable laws and regulations.

Data Privacy

The ISIA Membership is required to ensure that all confidential data be maintained in compliance with applicable laws and regulations.

Unlawful Payments

The ISIA Member shall not (either directly or indirectly) offer, transfer or authorise to transfer, a property benefit, personal benefit or any other objects having a certain value, aimed in particular at:

1. Influencing the judgement or behaviour of any person or entity
2. Being granted or maintaining an order
3. Influencing the actions or decisions taken by any public official, regulator or any other entity that executes the tasks set forth the public administration.

Acts of hospitality

Any and all acts of hospitality provided to any meeting participants shall remain in strict relevance to the basic (general) purpose of the meeting itself, i.e. they shall be limited to covering the costs of:

1. Travel (usually used means of transport, i.e. railway, air transport in economy class)
2. Lodging (hotels that are perceived as being of standard class in a given geographical region, or those selected by the meeting/event organizer(s))
3. Board (reasonable expenses for meals)
4. Registration fees related to the participation in the meeting.

It must be borne in mind, however, that such acts of hospitality shall be related exclusively to the participants of any meeting, they do not provide for the accompanying persons, including family members.

The coverage/reimbursement of particular moderate costs of participation in meetings, training events, or business congresses shall not be a condition of any cooperation, shall not constitute the remuneration due for purchasing goods, or the reward for taking certain purchase decisions for the benefit of the ISIA member.

Rules for organizing symposiums, congresses and other meetings

Promotional, trade, scientific, or professional meetings, congresses, conferences, symposiums and other similar events, including the sessions of advisory bodies/commissions, visits in the ISIA member's offices, research centres, or production facilities, meetings of researches and scientists dedicated to the planning and training projects or other events of training and educative character, that are organized or sponsored by or on behalf of the ISIA member shall meet the following criteria:

1. They shall be organized in venues/locations appropriate and relevant to the main purpose of the meeting, for example in clinical facilities, laboratories, training centres, conference halls, including those on the Code's Signatories' premises or in available conference facilities that support the effective conveyance of knowledge and enable the necessary practical training

2. Training personnel shall be appropriately qualified and experienced to organize and manage such meetings
3. The ISIA member, while selecting the meeting participants, shall be guided by objective selection criteria based on subject matter
4. The subject matter agenda of the event shall be relevant to the meeting's target audience. It is important to precisely define the kinds of information that are to be conveyed during the meeting and to differentiate between the educational-scientific scope of information and the promotional-marketing one
5. The ISIA member is allowed to support the organisation of the conference, educational and/or scientific events, in return for the company's promotion throughout the event.
6. The ISIA member, within the scope of and based on relevant agreements, shall be able to transfer financial means for covering the costs of organizing the scientific or educational event in return for a particular, equivalent benefit ensured by the organizer, such as:
 1. Granting the title of the event Sponsor or Partner;
 2. Enabling the organization of a scientific session for the meeting participants;
 3. Rendering available the exhibition surface (at actual costs);
 4. Providing the event Sponsor/ Partner with invitations to be distributed amongst interested parties to enable their participation.

The ISIA strongly advises the membership that it is not advisable to finance or co-finance celebrations or occasional events.

Compliance

The ISIA Member is responsible for ensuring compliance of the principles of this Code by their employees, agents and representatives. Members are encouraged to adopt effective compliance by issuing written policies and procedures and implementing control and enforcement mechanisms.

THE ISIA RESERVES THE RIGHT, IN ACCORDANCE WITH THE POLICY FOR NON-COMPLIANCE OF A MEMBER (**Appendix 5**) OF THE ASSOCIATION, TO WITHDRAW MEMBERSHIP OF THE ASSOCIATION TO ANY MEMBER SHOWN NOT TO BE FOLLOWING THE PRINCIPLES OF THIS CODE OF BUSINESS PRACTICE.

Appendices

The following appendices can be found on the website in the Member's section under important ISIA documents; policies

Appendix	Name
1	Code of member Ethics
2	Use of ISIA logo and ISIA seal
3	Traceability Policy
4	Anti-Trust Policy
5	Member Non-Compliance Policy