



CODE OF CONDUCT

KEENSELL VENTURES LIMITED CODE OF CONDUCT.

FIRST EDITION



CODE OF CONDUCT

C.E. O's DESK

Not compromising on quality of services offered, goods delivered, and work done for a client is the sole heart of KeenSell Ventures Limited.

We are driven by provision of services and products that are of exceptional quality, affordable price which surpasses the expectations of our customers. Our lines of clarity in doing things right and going beyond customer's expectations are anchored by our vision, mission and core values.

Quality beyond customer's expectations is not an option in KeenSell Ventures Limited. Every staff present in the company at different times and seasons involves total devotion to our company values and adhering to the code of conduct outlined in this document.

Going beyond customer's expectations is achievable through upholding our core values and following the code of conduct outlined herein.

Thank you.

Josiah M. Kyambati

C.E.O/Founder.



CODE OF CONDUCT

TABLE OF CONTENTS

(3) Decision Making	5
(4) Do not keep it to yourself; speak up	5
Employees who speak up are not at any time subjected to the following	5
(5) Embracing Diversity	5
(6) Intimidation/ Harassment	6
(7) Conflicts of Interest	6
(8) Communication outside Keensell Ventures Limited	6
(9) Confidentiality	6
(10)Facilitation Payments and Bribery.	7
10.1 Presents/ Gifts	7
(11)Political Contributions	7
(12) Record Keeping and Asset protection	7
(13) Social Media	8
(14) Corporate Social Responsibility	8
(15) Leave Days	8
	8
(16) Acknowledgement	9



CODE OF CONDUCT

(1) Introduction.

1.1 Vision Statement:

To set the standards of excellence through going beyond norms in quality and timely delivery in serving our clients.

1.2 Core Values

- Integrity
- Professionalism
- Customer Oriented
- Respect
- Honesty and Fairness
- Innovation and Creativity

1.3 Principal Objectives

- Excellent Customer Service
- Employee attraction and retention
- Getting and staying profitable
- Sustainable Growth

(1) Why have a code of conduct?

- Achieve the set mission and objectives of KeenSell Ventures Limited
- Uphold our values and protect our reputation
- Generate smart and attainable decisions for KeenSell Ventures Limited
- Perceive the intended expectations of KeenSell Ventures Limited from you.
- Learn and grow within KeenSell Ventures Limited
- Cultivate an environment of respect and trust within and outside the work premises.



CODE OF CONDUCT

(2) Decision Making

Providing outstanding services that surpass customer's expectations within KeenSell Ventures Limited is largely intertwined with the outlined code of conduct while making decisions:

- Does the decisions reflect our company's values?
- The magnitude that your decision interferes with the rights of others within the company.
- Is the decision legal and adheres to our code of conduct?
- Always ask when you are not sure on when, where and how to act or respond to a certain situation.

(3) Do not keep it to yourself; speak up

KeenSell Ventures Limited needs to see you learn and grow under its wings. You are encouraged to always stand your grounds boldly; ask questions, point out on an issue and speak out your opinion concerning any aspect of unethical conducts within the company.

To raise a concern:

- Contact the Human Resource Manager
- Talk to your Manager

Employees who speak up are not at any time subjected to the following

- Unfair denial of a promotion, transfer or other employment benefit
- Bullying and harassment, either in person or online

(4) Embracing Diversity

KeenSell Ventures Limited does give room for discrimination based on religion, color, race, age, sexual orientation, marital status, disability or any other protected class. We embrace teamwork and appreciation to every individual who is part and parcel of KeenSell Ventures Limited.



CODE OF CONDUCT

(5) Intimidation/ Harassment

KeenSell Ventures Limited has got zero tolerance policy for any form of harassment ranging from verbal, physical and sexual harassment towards fellow employees, customers and any other person besides the boundaries of KeenSell Ventures Limited.

Any form of harassment creates a room for disciplinary action which under extreme circumstances include termination.

(6) Conflicts of Interest

This occurs majorly when your personal activities or actions triggers you to act in best your own personal interest rather than for the company's best interest.

This opens an avenue for potential or even imagined conflict of interest with to the various departments within the company.

(7) Communication outside KeenSell Ventures Limited

KeenSell Ventures Limited seeks to ensure integrity and a unified line of conveying its information outside its boundaries. Therefore, the company's directors are authorized to do any outside communication regarding the company.

Other employees should ensure that they are legally authorized by the C.E.O before conveying any information of the company outside.

(8) Confidentiality

KeenSell Ventures Limited and all its employ should ensure high confidentiality level of all the company's non- public information. It is our responsibility to ensure that no harm is caused to our customers if any of their information are disclosed.

KeenSell Ventures' Limited Confidential information are clearly outlined in your Terms of contracts/ Appointment letter



CODE OF CONDUCT

(10) Facilitation Payments and Bribery.

KeenSell Ventures has not and will not attempt to trigger the decisions of the people in trusted position in any organization through any form of payment in all terrains of business both government and private.

As an Employee of KeenSell Ventures Limited you are expected to:

- Keep accurate books and records at all times and monitor that funds are not being used for bribery or facilitation payments
- Refuse any offer or request for an unlawful payment and report the incident to the company's ethics and compliance officer

10.1 Presents/ Gifts

KeenSell Ventures Limited is rooted towards doing successful businesses through providing services, works and goods that surpass its client's expectations only on basis of the satisfaction derived from these goods and services rather not gifts received from any customer.

As an employee of KeenSell Ventures limited you are expected to:

- Stay away from gifts that will trigger your judgments and look down on our company's core values.
- Stay away from any gift or sign that will reflect the negativity of the company.
- Always be on the lookout so as to be in position to make sound judgments that complies with the law since some gifts are ways to build strong ties and goodwill.

(11) Political Contributions

KeenSell Ventures Limited does not stand against any of its employees regarding their political choices. Thus, employees are free to participate and support any political party but clear differential lines between business and politics should be observed.

(12) Record Keeping and Asset protection

KeenSell Ventures Limited requires all its employees to maintain an accurate record of company's data bases and documentaries. Where high sense confidentiality and responsibility must be observed.



CODE OF CONDUCT

(13) Social Media

KeenSell Ventures advocates the use of social media platforms such as Facebook, Twitter LinkedIn among other as its key instrument for online marketing and advertisement. Therefore, the company has authorized the marketing department to be in charge of all postings that are done on social media platforms. Otherwise, the other employees are expected to maintain and respect privacy of other employees in social media.

(14) Corporate Social Responsibility

Corporate social responsibility is all about KeenSell Ventures playing its responsible part in society and giving back to society.

KeenSell Ventures focuses on ensuring that all stakeholders in our business receive fair treatment, from employees to customers .Ethical responsibilities are self enforced initiatives that our company puts in place because we believe it is the morally correct thing to do rather than out of any obligation.

(15) Leave Days

- All employees are entitled to 21 leave days annually. Employees are expected to ensure that they apply for a leave day a week prior to the actual date unless in the unavoidable cases the employee should speak to the Human Resource Manager.



CODE OF CONDUCT

(16) Acknowledgement

Iof ID NOdo
acknowledge that I have read the whole code of conduct, understood what is expected of
me and do agree to abide by its principles. Date..... Sign