

THE BUPA CODE

(in brief)

Passionate Caring Open Authentic Accountable Courageous Extraordinary





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At Bupa, we're here to help people live *longer, healthier, happier lives*. This means caring for our customers for the long term. The only way we can be sure of this is by living our values, every minute of every day.

Living our values means making choices. That's not always easy. To help you make the right choices, we've written the Bupa Code. It explains how we can protect our customers, our colleagues, our partners and Bupa, for now and the future. It helps us build trust and strong relationships with our communities. Put simply, it protects what matters most.

The Bupa Code sets out what we expect. It's a must-read and a must-follow for all of us. But if you're facing a tricky situation, don't feel that you have to go it alone. You can seek guidance from your manager or use the confidential Speak Up hotline to raise a concern. **www.bupa.com/speakup**



Ask yourself three questions

Living our values means making choices.
Use these questions to help guide you.

- Is it right for our customers?
- Is it right for me and Bupa?
- Could I happily explain my decision?

If you're still unsure, you can seek guidance from your manager or use the confidential Speak Up hotline to raise a concern.



1.



we put our customers first

Bupa people go above and beyond. We want our customers, patients and residents to have a great experience and be treated fairly. And if things are less than perfect, we take complaints seriously and learn from them.



2.

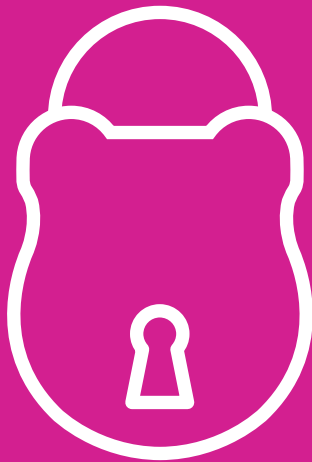


we stay safe and well

We look out for each other. Safety, health and wellbeing are vital. Each one of us is responsible for doing everything we can to protect our customers, patients, residents and each other from harm - and promote wellbeing.



3.



we keep information safe

Information is key to our business and we're trusted to keep it safe. Whether it's information about our customers, patients, residents, people or business, we keep it secure.



4.



we work to high professional standards

To give the best quality care we need great people. So we make sure that our knowledge, qualifications, skills and experience meet our customers' needs and the standards of our profession.



5.



we celebrate diversity

Bupa is an inclusive organisation that welcomes everyone; all talents and backgrounds. We embrace our differences and we don't tolerate discrimination or bullying.



6.



we play by the rules

If we break the law or regulations, or act in any way that falls below our standards, it can damage our reputation and our business. We make sure that we understand the laws and regulations that affect us and follow them. We ensure we engage with suppliers and partners under the right contracts to protect Bupa.



7.



we act ethically

Bupa people do business in the right way. We don't give bribes, we don't accept bribes and we don't allow anyone to do so on our behalf. We make sure that any gifts and entertainment we offer and receive are appropriate and recorded in the right way.



8.



we declare conflicts

We avoid situations where our personal interests, loyalties and relationships could affect – or be seen to affect – our choices for Bupa and our customers. And we're aware of how things can look. So we declare any conflicts of interest straight away.



9.



we represent Bupa

We care about Bupa's brand and reputation. That shows in what we do, how we act and the way we present ourselves. We're aware that what we say in public or on social media could affect how our customers and communities see us. We respect Bupa's assets and never use them for personal gain.



10.



we're ready for anything

Sometimes we have to be prepared for the worst as well as the best. We make sure we know what to do and who to get in touch with if something happens. And we keep our contact details up-to-date.



11.



we take care of the planet

What's good for the environment is good for health. So we work in a way that has a positive impact. And we help others change by creating conversations about the links between health and the environment. We look for opportunities to reduce waste and conserve energy.



12.



we speak up

We're committed to being a place where our people are free to question things and are courageous in raising anything we are concerned about.

If you are concerned about something and you can't talk to your manager about it, you can Speak Up knowing that it will be taken seriously and treated confidentially.

