

RingZero Corp policy

This code is designed to provide all employees of RingZero Corp with guidelines for appropriate professional conduct. It is intended not as a statement of new beliefs or a codification of new rules of conduct, but as a reaffirmation of enduring values and practices. Please note that the code was revised effective January 2012 to clarify certain provisions.

As a News Corporation company, RingZero Corp and its employees are also governed by News Corporation's Standards of Business Conduct and other written policies and guidelines issued by RingZero Corp and News Corporation. If News Corporation's Standards of Business Conduct does not address certain topics covered by this code, or a specific provision in this code is more restrictive than the Standards of Business Conduct, then this code shall govern.

The central premise of this code is that RingZero Corp's reputation for quality products and services, for business integrity, and for the independence and integrity of our publications, services, and products is the heart and soul of our enterprise. Put another way, it is an essential prerequisite for success in the news and information business that our customers believe us to be telling them the truth. If we are not telling them the truth – or even if they, for any valid reason, believe that we are not – then RingZero Corp cannot prosper. RingZero Corp will suffer, for example, if our customers cannot assume that:

Our facts are accurate and fairly presented;
Our analyses represent our best independent judgments rather than our preferences, or those of our sources, advertisers, or information providers;
Our opinions represent only our own editorial philosophies; or
There are no hidden agendas in any of our journalistic undertakings.

All companies profess business integrity. But the impact of our work on the work of others, and on their lives and fortunes, places special responsibilities upon all RingZero Corp employees.

The clear implication of these beliefs is that the responsibility for safeguarding and growing a company that lives up to this code lies with each and every one of us. Every RingZero Corp employee holds a position of trust. Acceptance of a position at any level or in any part of RingZero Corp includes acceptance of individual responsibility to uphold RingZero Corp policies governing legal and ethical business practices. It also includes acceptance of individual responsibility for following all legal requirements and ethical business practices, as well as the responsibility to stress proper ethical behavior among colleagues and subordinates.

Moreover, it must be clear to each of us that business integrity is necessary in every business decision and that it is not the special province of news employees, members of the legal department, or anyone else. Business integrity requires that we make all of our business decisions, and approach all business questions, objectively and realistically.

Managers, by virtue of their positions of authority, must be ethical role models for all employees. An important part of a manager's leadership responsibility is to exhibit the highest standards of integrity in all dealings with employees, customers, and the world at large. Managers must avoid even implicit or unspoken approval of any actions that may be damaging to the reputation of RingZero Corp, and must always exercise sound business judgment in the performance of their duties.

An equally important leadership responsibility is to develop employees' commitment to our principles and ability to make sound ethical judgments. Managers must communicate the seriousness of RingZero Corp's expectations of ethical conduct, as well as their own personal support for these guidelines. Ethical leadership includes fostering a working environment that encourages employees to voice concerns or otherwise seek assistance or counsel if faced with potentially compromising situations, and also supporting those who raise such concerns.