



Rypple: Internal Code of Conduct

Established by the Management Board on 1st September 2024.

1. Introduction

This code of conduct is aimed at guiding the collaborative relationships and interactions between Rypple's employees, partners, and stakeholders, as well as the relationships among these groups.

2. Framework

Rypple and its associates:

- 2.1. Comply with all applicable laws and regulations. They avoid entering into obligations that could jeopardize this commitment.
- 2.2. Adhere to Rypple's articles of association, internal regulations, and all resulting codes of conduct and rules established by the Board of Directors.

3. General Principles

Rypple and its associates:

- 3.1. Act with care in carrying out their duties, focusing on the interests of patients, employees, partners, and other stakeholders.
- 3.2. Conduct themselves in a manner that does not undermine public trust in Rypple and its mission to make staying healthy easier.

4. Collaboration

Rypple and its associates:

- 4.1. Respect each other, regardless of positions, activities, or public visibility.
- 4.2. Help each other, collaborate where possible, share information, and provide mutual support. All of this is done in the interest of promoting health and well-being.
- 4.3. Support each other in case of emergencies or challenges, without any financial obligation in this regard.



5. Communication

Rypple and its associates:

- 5.1. Observe standards of decency when expressing opinions and refrain from making negative public statements about each other.
- 5.2. Inform each other about the background of any negative publicity about their organization and/or activities if such publicity could be harmful to other associates or to Rypple.
- 5.3. Treat confidential information as such.

6. Innovation and Entrepreneurship

Rypple and its associates:

- 6.1. Embrace innovative approaches to health promotion and disease prevention.
- 6.2. Encourage entrepreneurial thinking in developing solutions to healthcare challenges.
- 6.3. Strive to create and implement policies that address the root causes of health issues.

7. Ethical Conduct in Research and Implementation

Rypple and its associates:

- 7.1. Conduct research and implement programs with the highest ethical standards.
- 7.2. Ensure that all activities prioritize the well-being and rights of individuals and communities.
- 7.3. Maintain transparency in research methodologies and findings.

8. Commitment to Inclusivity and Equity

Rypple and its associates:

- 8.1. Promote inclusive practices in all aspects of their work.
- 8.2. Strive to reduce health inequalities and ensure equitable access to health promotion initiatives.
- 8.3. Respect and value diversity in all its forms within the organization and in the communities we serve.



9. Sustainable Practices

Rypple and its associates:

- 9.1. Incorporate environmentally sustainable practices in their operations.
- 9.2. Consider the long-term impact of their activities on both health outcomes and environmental sustainability.

10. Enforcement

Rypple and its associates:

- 10.1 First engage in dialogue with each other if they perceive certain expressions, behaviors, or activities of the other as obstructive or threatening to their own organization or to the health promotion movement as a whole.
- 10.2 If 10.1 does not lead to a satisfactory resolution, mediation is the next step. If that is insufficient, it is possible to present the situation to the Board of Directors of Rypple for review, for example, to test compliance with the current Articles of Association and Internal Regulations. If necessary, filing a formal complaint may be considered.
- 10.3 This code of conduct will be jointly reviewed by Rypple and its associates every 3 years.

Thus established by the Management Board in The Hague, on 1st September 2024.