

BR. iNiNG

> ethical charter

PRESENTATION

Upon recognising the paramount importance of nurturing our team's well-being and understanding the requirements of our clients, Braining has meticulously crafted a comprehensive set of guidelines. These guidelines are founded upon principles, values, and guiding rights that underscore our actions.

The embrace of these standards not only fosters an environment conducive to continuous refinement but also promotes perpetual reassessment of the principles outlined herein. This commitment cultivates a workplace that is not only safe and reliable but also imbued with comfort and trust.

João Ribeiro & Nuno Almeida

Founders & CEOs

PREAMBLE

Foster the holistic development of our employees by investing in their education, cultivating responsible, critical, entrepreneurial, and compassionate individuals who are equipped to consciously engage in an ever-evolving world.

This document, referred to as the ETHICAL CHARTER, systematizes the [values and standards of conduct characteristic and distinctive of Braining](#), constituting a basis of commitment for the autonomous and responsible performance of all its members - administration, employees, clients, and partners.

Privileging a prospective and positive vision, in accordance with the [principles of good conduct](#) of Braining, the fundamental duties enshrined in the ETHICAL CHARTER constitute, above all, a [benchmark of good practices](#), functioning, in this respect, as criteria for assessing improper conduct.

In this sense, the ETHICAL CHARTER expresses the common desire for the development of a workspace attuned to the civilizational goals privileged by democratic societies of the XXI century. A workspace that we aim to make [increasingly humanistic, reflective, welcoming, and inclusive](#).

PRINCIPLES & VALUES

With the aim of providing all employees, without exception, conditions for happy and meaningful work and professional development in environments of trust, fairness, and solidarity, Braining commits to developing a culture of demand and professional success aligned with the values of humanity and citizenship advocated by contemporary democratic societies.

In this understanding, Braining invests in promoting a humanistic and welcoming professional culture, electing the following core values:

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| a. Welcoming; | f. Justice; |
| b. Community; | g. Freedom; |
| c. Dignity; | h. Recognition; |
| d. Inclusion; | i. Respect; |
| e. Integrity; | j. Responsibility. |

Considered in an articulated manner and interpreted in light of the democratic principles enshrined in the Universal Declaration of Human Rights (1948) and the plurality of national and international documents produced within the scope of labor policies, these values constitute axiological compasses, inspiring the life of Braining in all its dimensions.

FUNDAMENTAL DUTIES

With reference to the principles and common values expressed in different institutional documents, recipients of the Braining's Ethical Charter commit to guiding their conduct according to the following fundamental duties:

A. EMPLOYEES

The duties of the worker are set forth in Article 128 of the Labor Code, even though the legal document emphasizes that the list provided is not exhaustive. At Braining, we aim to build a solid and sustainable organizational culture based on respect, integrity, and excellence. Together, we are committed to maintaining these high standards in all our interactions and daily activities.

A. All Braining employees must treat the employer, hierarchical superiors, coworkers, and all individuals related to the company with civility and integrity, emphasizing respect and common sense.

B. Each team member is expected to attend work regularly and punctually, demonstrating commitment to their responsibilities and encouraged to approach these tasks with dedication and diligence, striving for excellence in everything they do.

C. Braining recognizes the importance of continuous development. Therefore, our employees are encouraged to actively participate in professional training actions offered by Braining and to seek the development of soft and hard skills that promote excellence and improvement of their competencies.

D. It is essential to comply with the employer's orders and instructions, as well as to act loyally, avoiding any conduct that may harm the company and associated projects or engage in direct competition with Braining.

E. All employees have a duty to cooperate in promoting safety and health in the workplace, following established regulations and contributing to the continuous improvement of these areas.

B. PARTNERS

Braining considers it essential to understand and reflect on the duties of all parties - employees, partners, and clients - in order to create a collaborative, productive, and positive work environment.

A. The partner must respect the confidentiality of matters discussed with Braining, as well as not disclose information to competitors or expose it indiscriminately, ranging from the most sensitive to the most general issues of Braining and associated projects.

B. Braining strongly encourages partners to participate in our company's activities, and they should work for the benefit of both parties, highlighting the excellence and effort of all involved.

C. When it comes to communication and external relations, partners should always familiarize themselves with regulations and protocols regarding the mention and/or exposure of the partnership with Braining. This duty involves the need to protect our brand, as well as the partnership, from potential dangers and attacks on industrial property and the image of our brand and company.

In Portugal, Law No. 24/96 of July 31 establishes the rights and duties of consumers, amended by Decree-Law No. 67/2003 of April 8. Braining intends to highlight some duties that promote the stability of the company, as well as integrating customers into our development and decision-making process in a sensible, respectful, and ethical manner.

A. The customer has the duty of critical awareness, being attentive to the quality and price of the product, positively contributing to its evolution and improvement, acting as a contributor, not as an agent of chaos.

B. The duty of social concern should be highlighted as a promoter and catalyst of a culture of improvement and direct contribution to the evolution of the brand, with a vision to promote better service to future users.

C. The duty of respect and common sense entails not engaging in harmful acts or spreading false or misleading information about Braining. Braining is committed to offering the best user experience, and we hope that customers will promote a culture of constructive and productive criticism, refraining from defamation.

The study of ethics and reflection on the duties of all employees must also be applied to administration. Braining believes that the duty that encapsulates all others, never to the detriment of any legislation and regulation, is to promote and respect the rights of employees, partners, and collaborators. It is the promotion and construction of the best possible work environment.

A. The administration must prioritize transparency and accountability in all its actions, ensuring that decisions are made with integrity and fairness, and information is communicated openly to employees, partners, and stakeholders.

B. It is the duty of the administration to foster a culture of continuous improvement and professional development within the company, providing adequate resources and support for the growth and well-being of all employees.

C. The administration is responsible for upholding ethical standards and promoting a respectful and inclusive work environment, where diversity is valued, and all individuals are treated with dignity and respect. Is the administration's duty to cultivate a sense of community and integrity.

IMPLEMENTATION

The Ethical Charter represents the culmination of a reflection process developed by the Braining community in various participatory contexts.

In this regard, the implementation process of the Ethical Charter relies primarily on a dissemination and promotion strategy aimed at affirming Braining's identity and fostering conditions for conscious and informed adherence by each of its recipients.

To oversee and guide this process, a Monitoring Council will be established, composed of respected figures in the educational field from both internal and external communities.

Following this implementation and monitoring strategy, the Ethical Charter of Braining will undergo periodic review, based on the reflections generated by the educational community in various participatory contexts.

This approach ensures that the Ethical Charter remains relevant and responsive to evolving ethical considerations within the organization, reflecting the collective values and aspirations of the Braining community.

JOÃO RIBEIRO
Founder & CEO

NUNO ALMEIDA
Founder & CEO

