



STATEMENT OF OUR CORE VALUES & CODE OF CONDUCT

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COMPANY VISION

ThirdEye Data believes that Data & AI technologies and applications will have a significant impact to humankind in the years to unfold. In fact, the ability to work with data will become a fundamental need of every human being for almost every aspect of their daily lives.

ThirdEye's vision is to do its part in enabling a data-centric world by

- Providing top-notch Data & AI services & solutions to its customers worldwide
- Developing data & AI professionals who are world-class data citizens with deep experiences and abilities to handle data
- Creating an ecosystem of data-related services, solutions, and products

MISSION

ThirdEye Data's mission is to execute our vision in the best possible manner.

VALUES

“Where the mind is without fear and the head is held high;
Where knowledge is free;...”
— Rabindranath Tagore, Gitanjali

ThirdEye Data deeply values, respects, and abides by the quotes from Rabindranath Tagore's Gitanjali.

These values reflect in every way how we treat each other, our partners, our clients, and every human being we chance to meet in our daily lives.



BUILD TRUST AND CREDIBILITY

Our business's success depends on the trust and confidence we earn from our employees, customers, and shareholders. We gain credibility by adhering to our commitments, displaying honesty and integrity, and reaching company goals solely through honorable conduct. It is easy to say what we must do, but the proof is in our actions. Ultimately, we will be judged on what we do.

When considering any action, it is wise to ask: Will this build trust and credibility for ThirdEye Data? Will it help create a working environment where ThirdEye Data can succeed over the long term? Is the commitment I am making one I can follow through with? We will only maximize trust and credibility by answering “yes” to those questions and working daily to build our trust and credibility.

RESPECT FOR THE INDIVIDUAL

We all deserve to work in an environment where we are treated with dignity and respect. ThirdEye Data is committed to creating such an environment because it brings out the full potential in each of us, which, in turn, contributes directly to our business success. We cannot afford to let anyone’s talents go to waste.

ThirdEye Data is an equal employment/affirmative action employer and is committed to providing a workplace that is free of discrimination of all types and from abusive, offensive, or harassing behavior. Any employee who feels harassed or discriminated against should report the incident to his or her manager or human resources.

All ThirdEye Data employees are also expected to support an inclusive workplace by adhering to the following conduct standards:

- Treat others with dignity and respect at all times.
- Address and report inappropriate behavior and comments that are discriminatory, harassing, abusive, offensive or unwelcome.
- Foster teamwork and employee participation, encouraging the representation of different employee perspectives.
- Seek out insights from employees with different experiences, perspectives, and backgrounds.
- Avoid slang or idioms that might not translate across cultures.



- Support flexible work arrangements for co-workers with different needs, abilities, and/or obligations.
- Confront the decisions or behaviors of others that are based on conscious or unconscious biases.
- Be open-minded and listen when given constructive feedback regarding others' perceptions of your conduct.

ThirdEye Data will not tolerate discrimination, harassment, or any behavior or language that is abusive, offensive, or unwelcome.

CREATE A CULTURE OF OPEN AND HONEST COMMUNICATION

At ThirdEye Data, everyone should feel comfortable speaking his or her mind, particularly concerning ethics concerns. Managers are responsible for creating an open and supportive environment where employees feel comfortable raising such questions. We all benefit tremendously when employees exercise their power to prevent mistakes or wrongdoing by asking the right questions at the right times.

ThirdEye Data will investigate all reported instances of questionable or unethical behavior. In every instance where improper behavior is found to have occurred, the company will take appropriate action. We will not tolerate retaliation against employees who raise genuine ethics concerns in good faith.

For your information, ThirdEye Data's whistleblower policy is as follows:

In the first instance, employees are encouraged to address such issues with their managers or the HR manager, as most problems can be resolved swiftly. If for any reason that is not possible or if an employee is not comfortable raising the issue with his or her manager or HR, ThirdEye Data's CEO does operate with an open-door policy.

SET TONE AT THE TOP

Management has the added responsibility for demonstrating, through their actions, the importance of this Code. In any business, ethical behavior does not simply happen; it is the product of clear and direct communication of behavioral expectations, modeled from the top and demonstrated by example. Again, ultimately, our actions are what matters.



To make our Code work, managers must be responsible for promptly addressing ethical questions or concerns raised by employees and for taking the appropriate steps to deal with such issues. Managers should not consider employees' ethics concerns as threats or challenges to their authority but rather as another encouraged form of business communication. At ThirdEye Data, we want the ethics dialogue to become a natural part of daily work.

UPHOLD THE LAW

ThirdEye Data's commitment to integrity begins with complying with laws, rules, and regulations where we do business. Further, each of us must have an understanding of the company policies, laws, rules, and regulations that apply to our specific roles. If we are unsure whether a contemplated action is permitted by law or ThirdEye Data policy, we should seek advice from the resource expert. We are responsible for preventing law violations and speaking up if we see possible violations.

COMPETITION

We are dedicated to ethical, fair, and vigorous competition. We will sell ThirdEye Data products and services based on merit, superior quality, functionality, and competitive pricing. We will make independent pricing and marketing decisions and will not improperly cooperate or coordinate our activities with our competitors. We will not offer or solicit improper payments or gratuities in connection with the purchase of goods or services for ThirdEye Data or the sales of its products or services, nor will we engage or assist in unlawful boycotts of particular customers.

PROPRIETARY INFORMATION

It is important that we respect the property rights of others. We will not acquire or seek to acquire improper means of a competitor's trade secrets or other proprietary or confidential information. We will not engage in unauthorized use, copying, distribution, or alteration of software or other intellectual property.



SELECTIVE DISCLOSURE

We will not selectively disclose (whether in one-on-one or small discussions, meetings, presentations, proposals, or otherwise) any nonpublic information concerning ThirdEye Data, its securities, business operations, plans, financial condition, results of operations, or any development plan. We should be particularly vigilant when making presentations or proposals to customers to ensure that our presentations do not contain material nonpublic information.

HEALTH AND SAFETY

ThirdEye Data is dedicated to maintaining a healthy environment. A safety manual has been designed to educate you on safety in the workplace.

AVOID CONFLICTS OF INTEREST

CONFLICTS OF INTEREST

We must avoid any relationship or activity that might impair, or even appear to impair, our ability to make objective and fair decisions when performing our jobs. At times, we may be faced with situations where the business actions we take on behalf of ThirdEye Data may conflict with our own personal or family interests. We owe a duty to ThirdEye Data to advance its legitimate interests when the opportunity to do so arises. We must never use ThirdEye Data property or information for personal gain or personally take for ourselves any opportunity that is discovered through our position with ThirdEye Data.

Here are some other ways in which conflicts of interest could arise:

- Being employed (you or a close family member) by, or acting as a consultant to, a competitor or potential competitor, supplier, or contractor, regardless of the nature of the employment, while you are employed with ThirdEye Data.
- Hiring or supervising family members or closely related persons.
- Serving as a board member for an outside commercial company or organization.
- Owning or having a substantial interest in a competitor, supplier or contractor.
- Having a personal interest, financial interest or potential gain in any ThirdEye Data transaction.



- Placing company business with a firm owned or controlled by a ThirdEye Data employee or his or her family.
- Accepting gifts, discounts, favors or services from a customer/potential customer, competitor or supplier unless equally available to all ThirdEye Data employees.

Determining whether a conflict of interest exists is not always easy to do. Employees with a conflict of interest question should seek advice from management. Before engaging in any activity, transaction, or relationship that might give rise to a conflict of interest, employees must seek review from their managers or the HR department.

GIFTS, GRATUITIES, AND BUSINESS COURTESIES

ThirdEye Data is committed to competing solely on the merit of our products and services. We should avoid any actions that create a perception that favorable treatment of outside entities by ThirdEye Data was sought, received, or given in exchange for personal business courtesies. Business courtesies include gifts, gratuities, meals, refreshments, entertainment, or other benefits from persons or companies with whom ThirdEye Data does or may do business. We will neither give nor accept business courtesies that constitute nor could reasonably be perceived as constituting unfair business inducements that would violate law, regulation, or policies of ThirdEye Data or customers or would cause embarrassment or reflect negatively on ThirdEye Data's reputation.

ACCEPTING BUSINESS COURTESIES

Most business courtesies offered to us in the course of our employment are offered because of our positions at ThirdEye Data. We should not feel any entitlement to accept and keep a business courtesy. Although we may not use our position at ThirdEye Data to obtain business courtesies, and we must never ask for them, we may accept unsolicited business courtesies that promote successful working relationships and goodwill with the firms that ThirdEye Data maintains or may establish a business relationship with.

Employees who award contracts or who can influence the allocation of business, who create specifications that result in the placement of business, or who participate in the negotiation of contracts must be particularly careful to avoid actions that create the appearance of favoritism, or that may adversely affect the company's reputation for impartiality and fair dealing. The prudent course is to refuse a courtesy from a supplier when ThirdEye Data is involved in choosing or reconfirming a supplier or under



circumstances that would create an impression that offering courtesies is the way to obtain ThirdEye Data business.

MEALS, REFRESHMENTS, AND ENTERTAINMENT

We may accept occasional meals, refreshments, entertainment, and similar business courtesies that are shared with the person who has offered to pay for the meal or entertainment provided that:

- They are not inappropriately lavish or excessive.
- The courtesies are not frequent and do not reflect a pattern of frequent acceptance of courtesies from the same person or entity.
- The courtesy does not create the appearance of an attempt to influence business decisions, such as accepting courtesies or entertainment from a supplier whose contract is expiring in the near future.
- The employee accepting the business courtesy would not feel uncomfortable discussing the courtesy with his or her manager or co-worker or having the courtesies known by the public.

GIFTS

Employees may accept unsolicited gifts, other than money, that conform to the reasonable ethical practices of the marketplace, including:

- Flowers, fruit baskets and other modest presents that commemorate a special occasion.
- Gifts of nominal value, such as calendars, pens, mugs, caps and t-shirts (or other novelty, advertising or promotional items).

Generally, employees may not accept compensation, honoraria or money of any amount from entities with whom ThirdEye Data does or may do business. Tangible gifts (including tickets to a sporting or entertainment event) that have a market value greater than \$100 may not be accepted unless management obtains approval.

Employees with questions about accepting business courtesies should talk to their managers or the HR department.



OFFERING BUSINESS COURTESIES

Any employee who offers a business courtesy must assure that it cannot reasonably be interpreted as an attempt to gain an unfair business advantage or otherwise reflect negatively upon ThirdEye Data. An employee may never use personal funds or resources to do something that cannot be done with ThirdEye Data resources. Accounting for business courtesies must be done in accordance with approved company procedures.

Other than to our government customers, for whom special rules apply, we may provide nonmonetary gifts (i.e., company logo apparel or similar promotional items) to our customers. Further, management may approve other courtesies, including meals, refreshments, or entertainment of reasonable value, provided that:

- The practice does not violate any law or regulation or the standards of conduct of the recipient's organization.
- The business courtesy is consistent with industry practice, is infrequent in nature, and is not lavish.
- The business courtesy is properly reflected in the books and records of ThirdEye Data.

SET METRICS AND REPORT RESULTS ACCURATELY

ACCURATE PUBLIC DISCLOSURES

We will make certain that all disclosures made in financial reports and public documents are full, fair, accurate, timely, and understandable. This obligation applies to all employees, including all financial executives, with any responsibility for the preparation for such reports, including drafting, reviewing, and signing or certifying the information contained therein. No business goal of any kind is ever an excuse for misrepresenting facts or falsifying records.

Employees should inform Executive Management and the HR department if they learn that information in any filing or public communication was untrue or misleading at the time it was made or if subsequent information would affect a similar future filing or public communication.



CORPORATE RECORDKEEPING

We create, retain, and dispose of our company records as part of our normal course of business in compliance with all ThirdEye Data policies and guidelines, as well as all regulatory and legal requirements.

All corporate records must be true, accurate, and complete, and company data must be promptly and accurately entered into our books in accordance with ThirdEye Data's and other applicable accounting principles.

We must not improperly influence, manipulate or mislead any unauthorized audit, nor interfere with any auditor engaged in performing an internal independent audit of ThirdEye Data books, records, processes, or internal controls.

PROMOTE SUBSTANCE OVER FORM

At times, we are all faced with decisions we would rather not have to make and issues we would prefer to avoid. Sometimes, we hope that if we avoid confronting a problem, it will simply go away.

At ThirdEye Data, we must have the courage to tackle the tough decisions and make difficult choices, secure in the knowledge that ThirdEye Data is committed to doing the right thing. At times this will mean doing more than simply what the law requires. Merely because we can pursue a course of action does not mean we should do so.

Although ThirdEye Data's guiding principles cannot address every issue or provide answers to every dilemma, they can define the spirit in which we intend to do business and should guide us in our daily conduct.

ACCOUNTABILITY

Each of us is responsible for knowing and adhering to the values and standards set forth in this Code and for raising questions if we are uncertain about company policy. If we are concerned about whether the standards are being met or are aware of violations of the Code, we must contact the HR department.



ThirdEye Data takes seriously the standards set forth in the Code, and violations are cause for disciplinary action up to and including termination of employment.

BE LOYAL

CONFIDENTIAL AND PROPRIETARY INFORMATION

Integral to ThirdEye Data's business success is our protection of confidential company information, as well as nonpublic information entrusted to us by employees, customers, and other business partners. Confidential and proprietary information includes such things as pricing and financial data, customer names/addresses or nonpublic information about other companies, including current or potential supplier and vendors. We will not disclose confidential and nonpublic information without a valid business purpose and proper authorization.

USE OF COMPANY RESOURCES

Company resources, including time, material, equipment and information, are provided for company business use. Nonetheless, occasional personal use is permissible as long as it does not affect job performance or cause a disruption to the workplace.

Employees and those who represent ThirdEye Data are trusted to behave responsibly and use good judgment to conserve company resources. Managers are responsible for the resources assigned to their departments and are empowered to resolve issues concerning their proper use.

Generally, we will not use company equipment such as computers, copiers, and fax machines in the conduct of an outside business or in support of any religious, political or other outside daily activity, except for company-requested support to nonprofit organizations. We will not solicit contributions nor distribute non-work-related materials during work hours.

In order to protect the interests of the ThirdEye Data network and our fellow employees, ThirdEye Data reserves the right to monitor or review all data and information contained on an employee's company-issued computer or electronic device, the use of the Internet, or ThirdEye Data's intranet. We will not tolerate the use of company resources to create,



access, store, print, solicit or send any materials that are harassing, threatening, abusive, sexually explicit, or otherwise offensive or inappropriate.

Questions about the proper use of company resources should be directed to your manager.

MEDIA INQUIRIES

ThirdEye Data is a high-profile company in our community, and from time to time, employees may be approached by reporters and other members of the media. In order to ensure that we speak with one voice and provide accurate information about the company, we should direct all media inquiries to the HR Executive. No one may issue a press release without first consulting with the HR Executive.

DO THE RIGHT THING

Several key questions can help identify situations that may be unethical, inappropriate or illegal.

Ask yourself:

- Does what I am doing comply with the ThirdEye Data guiding principles, Code of Conduct, and company policies?
- Have I been asked to misrepresent information or deviate from normal procedure?
- Would I feel comfortable describing my decision at a staff meeting?
- How would it look if it made the headlines?
- Am I being loyal to my family, my company, and myself?
- What would I tell my child to do?
- Is this the right thing to do?

INFORMATION AND RESOURCES

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