



Code of conduct FOR BUSINESS PARTNERS

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Table of content

3	Message from the CEO
4	About boost.ai
5	Introduction
6	Business ethics
9	Human rights and labour standards
11	Environmental sustainability
12	Implementation, compliance and enforcement

Message from the CEO

Dear valued partner,

Welcome to our collaborative journey at boost.ai. As we push the envelope of conversational AI together, it's our mutual respect and shared values that will form the cornerstone of our success.

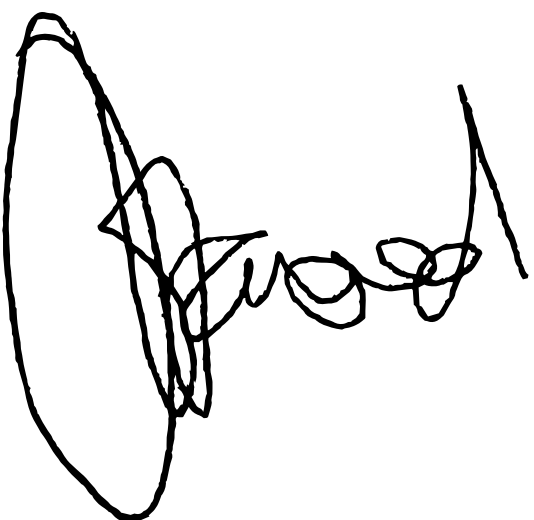
This Code of Conduct is our roadmap to responsible and ethical business practices. It sets the standards for our interactions and decisions, ensuring our partnership thrives on a foundation of trust and integrity.

Your commitment to this code is both appreciated and essential. It reflects a shared dedication to not just doing business, but doing it right. Adherence to this code is not merely about compliance, but about fostering a culture of trust, teamwork, and innovation which is essential to boost.ai's mission of enabling outstanding experiences between people and organizations.

Should you have any questions or need clarification on any aspect of this document, please reach out to my team. We're here to ensure our work together is not only successful but also embodies the highest standards of professional conduct.

Thank you for joining us in this exciting venture. Together, let's drive the future of customer experience and conversational AI.

Warm regards,



Jerry Haywood, CEO





About boost.ai

Boost.ai is a global leader in conversational artificial intelligence, empowering organizations to automate interactions and enhance customer experiences with responsible and scalable AI technology. Founded in Norway in 2016, boost.ai has grown from a small team of innovators into an internationally recognized software company, helping hundreds of enterprises automate millions of conversations annually across industries such as financial services, telecommunications, hospitality, and the public sector.

At the heart of boost.ai's success is a culture built on trust, teamwork, innovation, and fun, rooted in flat organizational structures and open collaboration. Perspectives from diverse backgrounds are valued, and boost.ai emphasizes both hard work and a healthy balance between life and work.

Boost.ai is committed not only to technological excellence, but also to ethical, inclusive, and sustainable business practices. This Code of Conduct reflects our dedication to integrity, respect, and responsible conduct in all relationships and activities involving boost.ai and its Business Partners.

Introduction

This Code of Conduct applies to all suppliers, business partners, agents, consultants, intermediaries and representatives, performing or supplying services to boost.ai (hereinafter referred to as a “Business Partner”).

This Code of Conduct establishes the guidelines of how our Business Partners must conduct business in order to stay aligned with boost.ai’s values and conduct business with boost.ai.

By entering into a business relationship with boost.ai, the Business Partner acknowledges and accepts this Code of Conduct. This Code of Conduct shall be considered contractual in nature and shall form an integral part of any agreement entered into between boost.ai and the Business Partner.

In the event of conflict between relevant laws and regulations and this Code of Conduct, the highest standard consistent with local laws shall apply. This Code of Conduct does not cover all possible situations that might be encountered, and in the absence of regulation in this Code of Conduct or applicable laws and regulations, Business Partners are expected to still maintain high ethical standards.

If you find any information contained herein unclear or if you have any doubts or concerns regarding any aspect of this Code of Conduct, please contact us at contracts@boost.ai



Business ethics

Anti-bribery and corruption

Boost.ai has a zero tolerance for all and any kinds of corruption, Business Partners are expected to abide by the same and guarantee that applicable anti-bribery laws including but not limited to the U.S. Foreign Corrupt Practices Act (“FCPA”), the UK Bribery Act, and the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions are strictly followed. Business Partners shall refuse to accept or retain business through bribery, and shall never directly nor indirectly offer, promise, grant, or authorize the giving of money or anything of value to someone in order to unduly influence the recipient in the performance of professional duties or in order to obtain or retain an improper business advantage.

The Business Partner is prohibited from asking for, or accepting, improper benefits from others for performance of duties on behalf of boost.ai.

Fair competition (Anti-trust in the U.S)

Business Partners shall support the principles of free enterprise and fair competition. Business Partners shall not engage in discussions with competitors regarding market allocation, information exchange, production and sales quotas, or bid rigging.

Trade compliance

Boost.ai operates in accordance with applicable international trade laws and requires its Business Partners to do the same. This includes compliance with import and export controls, economic sanctions, and anti-boycott regulations.

Business Partners are expected to comply with all relevant trade and sanctions laws, including United Nations sanctions and applicable sanctions under the laws of the European Union, the United States and the United Kingdom.

Anti-money laundering

Business Partners are expected to carry out their financial activities in ethical, transparent and legal ways. Business Partners shall only conduct business activities with funds derived from legitimate sources. Business Partners shall take reasonable measures to detect and prevent illegal forms of payment.

Conflicts of interest

Boost.ai expects transparency and integrity in all business relationships and has zero tolerance for undisclosed or unmanaged conflicts of interest.

Business Partners are expected to avoid situations in which personal interests, or the interests of family members or close associates, could influence or appear to influence their ability to make objective business decisions in the best interests of boost.ai.

Data Privacy

Boost.ai is committed to safeguarding the privacy and security of personal data across its business, including employees, contractors, Business Partners, customers, and end users. Business Partners are required to adhere to all contractual obligations with boost.ai and to comply with all applicable data protection and privacy laws when handling or processing personal data on behalf of boost.ai.

Intellectual Property and Confidentiality

Protection of intellectual property and confidential information is essential to the success of boost.ai. Business Partners are expected to safeguard all confidential and proprietary information provided by boost.ai and must not disclose or use such information for any purpose other than as expressly authorized in writing or under contractual agreements with boost.ai.

Artificial Intelligence

Boost.ai has zero-tolerance toward the use of AI that results in unlawful discrimination, unethical decision-making, lack of accountability, or violations of individual rights.

Business Partners that develop or use Artificial Intelligence (AI) must do so in an accountable, fair, transparent, and controlled manner. The use of AI must be subject to appropriate governance, risk management, and human oversight to prevent harm, bias, or misuse.

Business Partners are expected to ensure that all AI systems and applications comply with applicable national and international laws, regulations, and industry standards, including those related to data protection, privacy, intellectual property, and non-discrimination. AI must be designed and used in a way that respects human rights, ethical principles, and societal values.



Human rights and labour standards

We are committed to respecting internationally recognized human rights and to conducting our business in a manner that treats all individuals with dignity, fairness, and respect.

Human rights

We expect our employees and Business Partners to respect human rights in all operations and business relationships, and to comply with applicable laws and internationally recognized human rights standards, including the International Labor Organization and Universal Declaration of Human Rights.

Business Partners commit to preventing, mitigating or remedying adverse human rights impacts that the Business Partner causes or contributes to, directly or indirectly.

Freedom of association and collective bargaining

The Business Partner's employees shall be free to join associations and unions and express political views and engage in political activities outside of working hours without discrimination, harassment or retaliation.

Forced Labour and Human Trafficking

Boost.ai condemns forced labour or any form of human trafficking. Suppliers are required to comply with all applicable laws and regulations relating to the prevention of modern slavery and human trafficking, including the UK Modern Slavery Act 2015. All work must be performed on a voluntary basis. Suppliers shall not engage in or support forced, bonded, or involuntary labor of any kind.

Business Partners shall not, directly or indirectly, make use of any work or service which is extracted from any person under any forms of modern slavery, including forced, bonded or compulsory labour or human trafficking.

Employment must be freely chosen, and workers must be able to terminate their employment in accordance with applicable laws and contractual obligations.

Non-Discrimination and Equality

Boost.ai is committed to fostering an inclusive and respectful environment. Business Partners shall treat its employees with dignity and respect, and all relationships between the Business Partner and its employees, consultants and representatives shall be business-like, and free of bias, prejudice and discrimination based on race, ethnicity, gender, physical disability, sexual orientation, religion, or any other characteristic protected by applicable law is not tolerated.



Business Partner shall provide equal opportunities to its employees. Business Partners are expected to strive to have a diverse workforce. . The Business Partner shall ensure that all its employees with the same qualifications, training, and skill set receive equal pay for equal work.

Child Labor

Boost.ai strictly prohibits the use of child labor and will not engage with Business Partners who employ children. A “child” is defined as anyone below the age of 15, below the age for completing compulsory education, or below the legal minimum working age in the relevant country, whichever is higher.

Business Partners must ensure that any employees under the age of 18 are assigned only age-appropriate tasks, work in safe and suitable conditions, and are protected from any activities that could harm their health, safety, or development.

Fair Compensation

Boost.ai is committed to ensuring that all Business Partners and their employees are compensated fairly and in compliance with applicable laws. Business Partners must provide wages and benefits that meet or exceed legal minimums, reflect industry standards, and fairly reward the work performed. Compensation practices should be transparent, non-discriminatory, and designed to promote dignity, well-being, and financial security for all workers.

Environmental sustainability

The Business Partner is expected to operate in an environmentally responsible and sustainable manner, seeking to minimize adverse impacts on the climate and environment. This includes reducing energy use, greenhouse gas emissions and waste - and considering climate and environmental impacts in its business decisions.





Implementation, compliance and enforcement

Business Partners shall abide by and require its subcontractors or sub-suppliers and employees to abide by this Code of Conduct. Compliance with this Code of Conduct is a condition of doing business with boost.ai.

If reasonably required for boost.ai's legal reporting obligations, the Business Partner undertakes to provide relevant and adequate information about social and environmental aspects of its operations upon request.

Following a violation, the Business Partner will be given the opportunity to remedy any such violations. If the Business Partner continues to violate this Code of Conduct, boost.ai has the right to take legal actions and terminate any existing agreement with the Business Partner.

Reporting concerns and grievances

If the Business Partner becomes aware of any violations of this Code of Conduct, Business Partners shall inform boost.ai without undue delay by contacting contracts@boost.ai.