



Alliance of Independent Agencies Middle East L.L.C FZ

Code of Conduct

The Alliance Code of Conduct sets the standard of conduct that the Alliance seeks for the independent marketing agency community. It's a code (of honour, integrity, and creativity) to which all Alliance members must strive to adhere. In addition, of course, to all statutory legal and self-regulatory business requirements.

It stands as an agreement between you, the Alliance, your fellow members, your employees, clients, and customers. This Code applies to all members. It exists to promote fairness, equity, and respect, and to support a vibrant, diverse, and commercially successful independent agency ecosystem across the region.

The Alliance Middle East is committed to a people-first approach. Agencies that prioritise their people foster stronger cultures, deliver better work, and build more meaningful client relationships. This Code sets out the standards we strive towards. Some elements are fundamental and expected today, such as ethical business practices and robust people policies, while others represent best practice or longer-term ambition, including fully developed DEI strategies and sustainability programmes.

Common sense and reasonable expectations should always apply.

The Alliance exists to support members in **'building better businesses'** where doing good and doing well go hand in hand.

Our Core Principles

Put Your People First | Create a Socially Responsible Culture | Take care of your clients

1. Put Your People First

Create a safe, supportive, and inclusive working environment every day.

Attract and retain diverse, high-quality talent through honest recruitment practices, fair and transparent relationships with recruitment partners, and clear expectations around diversity, equity, and inclusion.

Recognise and celebrate cultural diversity across race, nationality, religion, gender, age, and background, and foster a shared sense of belonging through inclusive practices and flexible ways of working.

Commit to fair and equitable pay, including aiming to compensate interns.

Prioritise employee wellbeing by embedding psychological safety into the culture, setting realistic expectations around workload and working hours, and ensuring clear accountability for mental health support across leadership and management.

Provide access to trained mental health first aiders or equivalent support systems, and take a zero-tolerance approach to harassment and inappropriate behaviour in the workplace.

Support continuous learning and development by ensuring employees have access to ongoing training, and are encouraged to develop their skills and capabilities.

Invest in building inclusive leaders and teams.

2. Create a Socially Responsible Culture

Build a culture that reflects responsibility, inclusion, and long-term thinking.

Go beyond minimum legal requirements under UAE law by embedding meaningful diversity, equity, and inclusion practices that enhance employee wellbeing and organisational performance.

Value individuals, encourage diverse perspectives, and set clear, measurable DEI goals with transparent progress.

Establish clear expectations for employees, clients, and partners, and appoint internal responsibility for driving DEI initiatives.

Develop and maintain a clear sustainability action plan. Be intentional in your approach, assign accountability, and measure outcomes.

Educate employees on environmental responsibility, prioritise sustainable suppliers, and adopt practices that reduce waste, promote reuse, and minimise environmental impact.

Ensure accessibility and inclusivity are considered across your workplace and communications, including providing clear information for visitors and stakeholders.

Value everyone in the organisation as an individual

3. Take Care of Your Clients

Operate with the highest standards of professionalism, ethics, and accountability.

Conduct business in a way that reflects positively on your clients, your agency, and the wider independent agency community, while complying with all applicable UAE laws, regulations, and industry standards.



Protect confidentiality at all times. Where personal data is handled, ensure compliance with UAE data protection regulations (PDPL).

Build relationships based on trust, transparency, and collaboration. Deliver on commitments, communicate openly, and act objectively in the best interests of the client, drawing on appropriate expertise where required.

Embed inclusive thinking into your strategic and creative outputs to ensure work reflects a fair and representative world.

Encourage honest dialogue and continuous improvement through structured feedback processes. Be transparent in managing conflicts of interest, and fair and clear in billing and payment practices.

Approach speculative work with care, and avoid pitching for free by clearly articulating your expertise and value to enable better client-agency alignment.

Act as an ambassador for the independent agency community in all interactions.

Together, we uphold these standards to elevate our industry, build lasting trust, and drive a stronger, more responsible independent agency community.

The Alliance of Independent Agencies Middle East

