



Introduction to IDEA's Code of Ethics

The Independent Distributors of Electronics Association (IDEA) is a non-profit trade association representing high quality and ethically oriented independent distributors of electronic components. The purpose of IDEA is to promote the independent distribution industry through a media advocacy campaign; to improve the quality of products and services through a quality certification program, educational seminars, and conferences; and to promote the study, development, and implementation of techniques and methods designed to improve the business of independent distributors.

IDEA works to bring our message to the industry via industry speaking engagements, formal committees as well as informal interaction with industry stakeholders and various media publications. The name and logo for IDEA stands for the highest levels of quality, standards, and professionalism, all of which exemplify our membership. The following Code of Ethics is designed to become synonymous with the IDEA name and logo and immediately bring to mind its contents whenever the IDEA logo is present. The Code of Ethics' primary objective is to establish a standard to which IDEA Members will be held regarding specific business practices.

Please take the time to review the IDEA Code of Ethics, and we encourage you to post it on your website and at each of your business locations. Our website, www.idofea.org, will also proudly post the IDEA Code of Ethics.

The IDEA Board of Directors has determined that the following shall be REQUIREMENTS for all Members of IDEA. This Code of Ethics is subject to continual improvement as authorized by the IDEA Board of Directors.

IDEA Code of Ethics

Membership in the Independent Distributors of Electronics Association (IDEA) is a privilege extended to those organizations who meet the eligibility requirements, and is not a right. Membership may be continued unless the Board of Directors determines that the conduct of a Member has been such, that in the best interests of IDEA, the Member should be suspended or their membership terminated.

This Code of Ethics has been duly adopted by the Board of Directors under the authority vested in it by the bylaws of the Independent Distributors of Electronics Association.

1. The Member will support and be subject to the bylaws of the Independent Distributors of Electronics Association and such amendments, resolutions and policies as may be established.
2. The Member will conduct commerce in a moral and ethical manner so as to bring no discredit to the Independent Distributors of Electronics Association, nor to diminish the prestige of the membership therein. The Member will make commercially reasonable efforts to ensure all of its employees and representatives will conduct themselves in accordance with all federal, state, and local laws. Any act or behavior that is deemed to be in violation of membership standards, upon review of the Board of Directors, may result in membership revocation.
3. The Member will employ commercially reasonable efforts to ensure all products it sells have clear title and are free of lien.
4. The Member will not knowingly misrepresent products. The Member will employ commercially reasonable efforts to ensure truth in advertising.



5. The Member will give advice to clientele in independent distribution of electronics matters to the best of their ability.
6. The Member will use the IDEA logo in accordance with the Association's logo use policy.
7. If a Member is found to breach the Code, that fact may be disclosed to companies or associations inquiring.
8. If a Formal Inquiry is filed against a Member, resignation will not preclude the Formal Inquiry Process and the Ethics Panel's investigation and publication of the results.

Approved and adopted by the IDEA Board of Directors 2009.

Formal Inquiries

A Formal Inquiry Procedure utilizing an IDEA Ethics Panel has been created to moderate and help to resolve disputes should they occur with an IDEA Member during ongoing business. The Panel's findings are primarily intended to ascertain an IDEA Member's status.

IDEA Code of Ethics Acknowledgement

*As Member Representative, I confirm that _____ agrees to abide by the
(company name)
IDEA Code of Ethics.*

Print Name

Title

Signature

Date