

## **Wisconsin Limousine Association Code of Ethics**

The Wisconsin Limousine Association Code of Ethics is the standards under which the Association requires its members to conduct their operations.

This Code of Ethics is a set of values, principles and practices; each member agrees to abide by both in spirit of its intent as well during their day to day operations.

Should a complaint be filed with this Association against any member, the customer's statement and proper documentation will be considered quite seriously, and every available attempt will be made to investigate the complaint and resolve the issue in an amicable fashion and without predisposition to sanction.

### **Core Principles**

- 1) Maintain a high standard of business principals and not knowingly engage in conduct which would bring reproach upon the member, this Association or any other member of this association.
- 2) Not engage in business practices or express affiliations which mislead customers, the general public or other members.
- 3) Clearly identify to any customer the service to be performed, the terms for their performance and the rates to be charged.
- 4) Properly represent qualifications, capacity, experience and ability to perform the service requested.
- 5) Not discriminate on basis of race, color, creed, gender or national origin in the selection of either customers or employees.
- 6) Maintain all applicable licenses in good, current and active condition and operate within the authority granted under appropriate regulations, laws and ordinances.
- 7) Not have any unresolved issue pending with the Better Business Bureau or any other consumer protection agency.
- 8) Abide by this association's By-Laws, Code of Ethics, and such rules and policies as may be adopted by the association from time to time.