# Contribution Compass Community Principles

### Partner Programme Agreement

Being an Approved Distributor or Accredited Partner/Facilitator is entered through a mutually beneficial partnership focused on maximising the contribution of our customers, team members and others with whom we engage. As the foundation of this relationship we both agree to the Contribution Compass Community Principles. An electronic signature and date of signing at the end of this document constitutes agreement to abide by these terms.

***Principle One: Honouring Customers***

We value and honour the protection of your customers. As such we will not sell or distribute your customer data to third parties. We will also not sell directly to your customers without your consent even though their contact details reside on our database. Should they purchase profilers through the online store, you will be able to track this through your account to ensure that the margin shared with you is accurate. They will only receive communication from us (the monthly newsletter) if they specifically subscribed to receive it when they completed their profile or at another time via social media or the website. This newsletter is largely informational and community building. It may contain event advertising, however, any sales derived therefrom will accrue a partner affiliate fee to you. Likewise, you agree to uphold the application customer data protection laws relevant for your region while honouring the data of your customers and sub-partners.

***Principle Two: Partner-Centric***

Partners are the centre of our universe and are central to what makes the platform improve and prosper. We create opportunities for our partners to shine and to expand through our growth-oriented community. We require that partners support us to fulfil this outcome. This could be through the timely provision of requested information (such as a bio and photograph in required formats), information on events planned, e-book resources for publication, feedback on delivery and attendance at the monthly partner meetings or monthly community training (partner meetings for Accredited Partners only). A partner who has behaved in contradiction to the principles contained herein may be immediately de-accredited, entirely at the discretion of Contribution Compass.

***Principle Three: Community***

We are a partner-centric community focused on fulfilling our promise of creating ‘meaningful economic impact’. As such, we expect that you value this promise and are aligned with our values, as assessed in the application process. Your active participation within our community is expected and commitment to making a positive contribution while behaving ethically and with mutual respect for others, both online and offline, is required. To support this principle, Accredited Partners and Facilitators are required to agree to accrue at least 150 Compass Degrees per annum calculated from the anniversary of accreditation. For more information on Compass Degrees and their accrual, refer to the annual schedule: <http://bit.ly/CompDegrees>.

***Principle Four: Regional Pricing***

Since we serve a diversity of nations and currencies, we have taken the position of setting retail pricing at levels that are relevant and tenable for each specific region rather than setting a one-currency rate that is then converted into buying currencies. To maintain market integrity, retail pricing and discounts are set by us in consultation with regional advisors. Partners may choose to bundle their profilers in a larger service offering and offer clients special private rates, however, public retail rates may not differ from the regional standard. The general principle is that Approved Distributors pay an estimated 65% of the retail rate and Accredited Partners/Facilitators pay 60%. The specific values for these rates are agreed per region / currency. Special rates may apply for significant purchases of profilers, as agreed from time to time with individual parties.

***Principle Five: Brand Equity***

At its core, our brand stands for the following: an innovative approach; a platform not a product; partner-centric growth; simple yet effective; and value through application. Partners are expected to endeavour to understand this brand essence and apply it consistently in all activities, online and offline. This includes ensuring that all design and print specifications are adhered to and that the brand is not brought into disrepute or devalued in any way. As you progress as a partner, specific resources and tools become activated to support and encourage your growth. We expect you to honour the basis of the restricted open-source agreement that accompanies their use and to not share those materials with anyone else unless through media for customer delivery in accordance with the specifications provided. Marketing materials may not be sold, and include brochures, bookmarks, badges and other similar resources.

***Principle Six: Continuous Improvement***

There is always something new to learn and improvements that we can make. We therefore create opportunities for our partners to identify improvements and we commit to having a running list of enhancements that we develop and implement using a planned approach. We also expect you to invest in your own continuous improvement so that collectively we can strive to maximise our contribution. This includes technical knowledge, self-development and Contribution Compass expertise.

As a partner, you agree to abide by these principles and will sign an agreement before commencing.