

# Code of Conduct of the Bundesverband Deutscher Unternehmensberater BDU e. V.

(Federal Association of German Management Consultants)

## Preamble

The Federal Association of German Management Consultants (BDU) regards management consulting services as an important part of a division of labour and social market economy. Since its founding in 1954, the BDU is committed to quality and transparency in the consulting market in order to establish and improve high-quality professional standards.

## § 1 Scope

This code of conduct applies to all Management and Personnel Consultants and Management and Personnel Consulting firms in the BDU (hereinafter 'consultants'). It is a code of conduct within the meaning of Directive 2006/123/EC of the European Parliament and of the Council of 12 December 2006 on services in the internal market.

## § 2 Professional Conduct

The consultant exercises all professional duties responsibly and conscientiously. A consultant only accepts assignments for which the necessary know-how and time can be made available.

The consultant rejects or does not execute orders that require illegal or unfair activities.

The consultant shall inform the client about any events and measures taken, which are relevant for the progress of the service. This duty of information will also apply to partnerships, associations and other forms of professional collaboration with other BDU-Consultants.

## § 3 Confidentiality

The consultant has the duty to observe confidentiality about the business and trade secrets of the client. This does not apply to facts that are obvious, are already in the public domain or which do not need to be kept secret from the point of view of their significance. The consultant can divulge the confidential information if a governmental procedure or the enforcement of or defence against claims arising from a case requires such disclosure.

The consultants shall explicitly require their staff and anyone participating in his professional activity to observe the duty of confidentiality.

Business and trade secrets of the client may not be used without authorization.

The requirements of data protection laws of the Federal Republic and its States must be observed. The consultant must ensure that unauthorized persons before, during and after the contract do not have access to internal documents of the client and confidential consultation results.

## § 4 Conflict of Interest

Consultants advise impartially and objectively; their expertise must be applied fully and fairly without consideration of modification to gain favour for themselves or the clients. Consultants do not take from third parties for themselves or others any financial or material benefits - such as commissions - which jeopardies their independence and which are unknown by the client.

The consultant must refrain from acting for a new client if he has advised another client in the same matter, if there is a conflict of interest. Exceptions only apply in particular if the client gives informed consent.

The consultant does not approach with offers of employment the staff of their clients.

## § 5 External Assets

The consultant must exercise reasonable care in handling any assets of the client.

## § 6 Advertising

A consultant may not advertise his/her services in an unfair or misleading way. References to clients are only allowed with their explicit agreement.

## § 7 Fee

Consultants charge fees that relate reasonably to their service or the result and that are agreed with the client before the beginning of the consulting service.

## § 8 Knowledge and Skills

Consultants improve their qualification in order to maintain and develop their professional practice skills.

## § 9 Information in accordance with § 2 DL-InfoV

This code of conduct is published under [www.bdu.de/Berufsgrundsaeetze.html](http://www.bdu.de/Berufsgrundsaeetze.html). Complaints may be addressed to: Bundesverband Deutscher Unternehmensberater BDU e.V. - The Council of Honour - Zitelmannstraße 22, 53113 Bonn or [ehrenrat@bdu.de](mailto:ehrenrat@bdu.de).