



FEEDINFO

CODE OF ETHICS – Feedinfo Newsroom

June 2022



CODE OF ETHICS – Feedinfo Newsroom

CONTENTS

Interview Guidelines	2
Clarifications and Corrections Policy	2-3
Ethical Conduct for Feedinfo Newsroom	4-5

CODE OF ETHICS – Feedinfo Newsroom

INTERVIEW GUIDELINES

When conducting interviews, Feedinfo reporters reserve the right to:

- Send questions in advance at their own discretion
- Ask relevant follow-up questions during or after the interview
- Create an audio/video recording of the interview (for the journalist's use only) and take notes

Interviews are always considered 'on the record' unless a reporter specifically agrees to go off the record or use information purely for background purposes.

Feedinfo reserves the right to include current or historical price data and/or Delphi plant capacity data in its interview pieces. When included, Feedinfo will be explicitly mentioned as the source of the data.

Reporters are not permitted to share copy with interview subjects prior to publication. However, we may sometimes check specific information (such as quotes) with sources for purposes of accuracy. This will be entirely at the reporter's discretion and all editorial decisions remain with the reporter/editor.

Reporters will write and edit an article(s) based on the interview in line with Feedinfo's editorial standards, which are based on accuracy, integrity, impartiality and independence of reporting and publishing. Feedinfo has been providing business critical information to its readership for more than 20 years. During this time we have developed a close understanding of information which is timely and relevant for our readers in the industry.

CLARIFICATIONS AND CORRECTIONS POLICY

In cases where interviewees seek a clarification, we recognise that a statement can be ambiguous, or interpreted by the reader in multiple ways, without being factually incorrect. In such cases, Feedinfo may rewrite, add to, or delete elements of the text to clarify its meaning. An explanatory note may be added to the report to highlight and explain the change.

Feedinfo will issue a formal correction only if a statement published in an article is determined to be erroneous. Feedinfo may amend typographical or grammatical errors or insert missing words without issuing a correction, but only if the amendment does not have a material impact on the meaning or the reader's likely interpretation of the statement. A decision may be taken not to issue a correction if the erroneous content is deemed to be too old or insignificant to make a correction worthwhile.

As a matter of editorial policy, we do not grant take-down (unpublish) requests.

CODE OF ETHICS – Feedinfo Newsroom

Formal Complaints Policy

Feedinfo defines a formal complaint as a written expression of dissatisfaction with the standard of our service or products that has been submitted in line with this complaints policy.

All complaints should be submitted in writing to fns@feedinfo.com and should clearly state that the complaint is in line with the Feedinfo complaints process. Communications should include as much relevant information as possible, in particular:

- Name(s) of the party or parties involved and their contact information;
- The nature of the complaint, together with details of the relevant reports, text or data;
- An explanation of how Feedinfo staff have failed to report the information correctly;
- Details of failure in any other aspect of our service;
- Copies of any documents in support of the complaint;
- Previous correspondence with Feedinfo staff that is relevant to the complaint.

Feedinfo will acknowledge receipt of any complaint within two working days and will provide the contact details of the person responsible for investigating the complaint.

The designated person will provide at least an initial written response within seven days of receipt. If more time is needed to prepare a detailed written response, this will be indicated in the initial response. A detailed response will be provided within 28 days of receipt of the original complaint, although this may not be enough time to conduct a full investigation.

We encourage complainants to provide as much information as possible in order to avoid delays while we request any further information needed to progress the complaint.

Complaints will be investigated fairly, promptly and confidentially. In all cases, investigations will be conducted independently of any personnel who may be the subject of the complaint.

Feedinfo policy is not to disclose sources of information without the agreement of those sources or disclose information passed to reporters in confidence. This includes any such information that may be the subject of a formal complaint.

When a complaint about an article is upheld, a correction will be issued in line with our corrections procedure. Corrections are issued only in cases when Feedinfo finds that a factual or typographical error has been made by its staff.

CODE OF ETHICS – Feedinfo Newsroom

ETHICAL CONDUCT FOR FEEDINFO NEWSROOM

We are committed to:

Seeking Truth and Reporting It

Journalists should:

- Reflect and encourage understanding of the diverse segments of the agricultural value chain.
- Take responsibility for the accuracy of their work. Verify information before releasing it. Use original sources whenever possible.
- Remember that neither speed nor format excuses inaccuracy.
- Provide context. Take special care not to misrepresent or oversimplify in promoting, previewing or summarising a story.
- Gather, update and correct information throughout the life of a news story.
- Identify sources clearly when possible. Readers are entitled to as much information as possible to judge the reliability and motivations of sources.
- Remain impartial; strive to include all sides relevant to a story and not take sides in news coverage.
- Never deliberately distort facts or context, including visual information.
- Never plagiarise. Always attribute.

Minimising Harm

Journalists should:

- Balance the public's need for information against potential harm or discomfort.
- Show compassion for those who may be affected by news coverage. Consider cultural differences in approach and treatment.
- Treat people with dignity, respect and compassion.

Acting Independently

Journalists should:

- Refuse gifts, favours, fees, free travel and special treatment, and avoid political and other outside activities that may compromise integrity or impartiality or may damage credibility of story reporting.
- Be wary of sources offering information for favours or money. Identify content provided by outside sources, whether paid or not.
- Deny favoured treatment to advertisers, donors or any other special interests, and resist internal and external pressure to influence coverage.
- Distinguish news from advertising. Prominently label sponsored content.

CODE OF ETHICS – Feedinfo Newsroom

Being Accountable and Transparent

Journalists should:

- Respond quickly to questions about accuracy, clarity and fairness.
- Acknowledge mistakes and correct them promptly and prominently. Explain corrections and clarifications carefully and clearly.
- Abide by the same high standards they expect of others.
- Never lie, misstate identities or intentions; never fabricate.