



CODE OF ETHICS

Version 1.0 | September 2026

OUR PRINCIPLES

TRUST IS THE FOUNDATION OF OUR WORK

This Code defines the principles that guide how VELOCE Media Agency GmbH creates content, conducts business and works with people. It applies to management, employees, contributors, freelancers, photographers, agencies and others acting on our behalf. We also expect partners supporting our work to respect its intent.

O1. PURPOSE, VALUES AND SCOPE

VELOCE was built on passion, honesty, hard work and substance over image. We respect automotive and cultural heritage, the people who document it, the diversity of our community and the cultures represented in our work. We value authenticity and seek to preserve and document cultural knowledge responsibly.

O2. INTEGRITY AND ETHICAL CONDUCT

We act honestly, fairly and transparently. We comply with applicable law, honour contractual commitments and follow the professional standards relevant to our work. We do not pursue a commercial or editorial result by means that would compromise our integrity or the trust placed in us.

O3. EDITORIAL INDEPENDENCE AND FREEDOM OF EXPRESSION

Editorial judgement remains independent from advertisers, sponsors, manufacturers and other commercial interests. We protect legitimate freedom of expression and the right to informed opinion while maintaining responsibility for what we publish. Commercial relationships must not determine editorial conclusions or suppress material facts.

O4. ACCURACY, AUTHENTICITY AND RESPONSIBLE CONTENT

We take reasonable steps to verify facts, use reliable sources and distinguish fact from opinion. We correct significant errors when identified and do not knowingly publish misinformation, deceptive alterations or material presented out of context. Creative interpretation is welcome when it is not represented as documentary fact.

O5. COMMERCIAL AND SPONSORED CONTENT

We distinguish independent editorial content from advertising, sponsorship, branded content and commissioned work in a manner appropriate to the format. Partnerships may enable ambitious storytelling, but their commercial nature must not be concealed or allowed to undermine the accuracy and authenticity of the resulting work.

HOW WE CONDUCT BUSINESS

INDEPENDENCE REQUIRES TRANSPARENT CHOICES

06. CONFLICTS OF INTEREST

Personal, financial or commercial interests that could influence, or reasonably appear to influence, professional or editorial judgement must be disclosed and managed. Gifts, hospitality, travel, vehicles and access offered for professional purposes may be accepted only when they do not create an obligation or affect independent judgement.

07. ANTI-BRIBERY AND FAIR COMPETITION

We do not offer, request or accept bribes, kickbacks, improper payments or advantages intended to influence a decision. We deal fairly with clients, suppliers, competitors and partners, and do not misuse confidential or improperly obtained competitive information. Procurement and commercial choices are made on legitimate business grounds.

08. RESPECT, DIVERSITY AND FAIR WORKING CONDITIONS

We treat people with dignity and respect. Harassment, intimidation and discrimination have no place in our work. We respect internationally recognised human rights and reject forced labour, child labour and exploitative working conditions. We seek long-term relationships with employees and contributors, regard them as members of our professional community and support fair, sustainable compensation and a healthy work-life balance. As VELOCE grows, we aim to create responsible ways for employees and contributors to share in the value and success they help generate.

09. PRIVACY, CONFIDENTIALITY AND DATA PROTECTION

We protect personal data, confidential client and partner information, unpublished material, commercial information and sources where confidentiality has been agreed or is ethically required. Information is collected, accessed, used, retained and shared only for legitimate purposes and in accordance with applicable data-protection requirements.

10. INTELLECTUAL PROPERTY AND CREATIVE RIGHTS

Creative work is central to VELOCE. We respect copyright, trademarks, moral rights and the rights attached to photography, film, illustration, design, writing, archives and other creative assets. We obtain the permissions and licences required for third-party material, provide appropriate attribution and do not present another person's work as our own. We protect the rights of our contributors and clients through clear agreements and responsible use, while safeguarding VELOCE's own intellectual property. Preservation, access and documentation must never become a pretext for unauthorised exploitation of creative work.

OUR RESPONSIBILITIES

GROWTH REMAINS ACCOUNTABLE TO PEOPLE

11. RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

Artificial intelligence may support research, production and creative exploration, but it does not replace human accountability. Factual information generated or supported by AI is reviewed and verified before publication. We do not use AI or digital manipulation to deceive audiences, fabricate documentary evidence, misrepresent a person's words or identity, or obscure responsibility for published work. Where AI use could materially affect how content is understood, we favour appropriate transparency.

12. ENVIRONMENTAL RESPONSIBILITY AND ENTRUSTED ASSETS

We use company, client and partner assets—including equipment, vehicles, systems, credentials, databases, documents and creative material—only for authorised purposes and protect them from loss, misuse or unauthorised access. We avoid unnecessary consumption of energy and natural resources in production, travel, events and procurement. Our long-term ambition is to operate on a net-zero basis, pursued through measurable reductions, responsible choices and credible treatment of residual emissions rather than unsupported environmental claims.

13. PROFESSIONAL AND RESPONSIBLE RELATIONSHIPS

We deliver work professionally, communicate transparently and honour the commitments we make. We treat clients, partners, suppliers, employees and contributors fairly and respectfully, including when interests differ or problems arise. We favour durable collaboration over short-term advantage and expect relevant suppliers and partners to uphold standards consistent with this Code.

14. POLITICAL AND INSTITUTIONAL INDEPENDENCE

VELOCE maintains political and institutional independence and does not use editorial activity to improperly advance political interests. Individual views must not be presented as company positions without authorisation. Our work is grounded in human dignity, non-discrimination, peaceful cooperation and environmental responsibility; we reject propaganda that promotes war, hatred or the dehumanisation of people.

15. SPEAKING UP, ACCOUNTABILITY AND REVIEW

Contributors, partners, readers and other stakeholders may submit a concern, complaint or request for support through the form published on the same webpage as this Code, either anonymously or as an identified submission. Concerns raised in good faith are considered fairly, handled as confidentially as circumstances permit and must not lead to retaliation. Management is responsible for interpreting and applying this Code, investigating material concerns and taking proportionate action. Serious breaches may affect working or commercial relationships. The Code is reviewed as VELOCE's activities and responsibilities evolve.

VELOCE

ZURICH

VELOCE Zurich is a brand of
Veloce Media Agency GmbH
Bahnhofplatz 1
CH-8001 Zurich
www.velocemedia.ch
www.speedholics.com
welcome@velocemedia.ch

CODE OF ETHICS | VERSION 1.0 | SEPTEMBER 2026