

RNIDS Code of Ethics

The Serbian National Internet Domain Registry (hereinafter, “RNIDS”) must, as the not-for-profit organisation managing the national Internet domains, serve the public interest and the common good of all Internet users in Serbia.

The RNIDS Code of Ethics seeks to recommend moral principles to all individuals and legal subjects connected with RNIDS by which to conduct themselves in their professional life and work.

The Code of Ethics is founded on respect for state law, social morality, good business practice and international standards relating to the Internet.

The RNIDS Code of Ethics is a document that should be applied by all natural persons and legal entities contractually related to RNIDS:

- RNIDS Co-founders
- RNIDS Board of Governors
- RNIDS professional and working bodies
- RNIDS Office
- Accredited national domain registrars
- Registers of delegated second-level domains
- Committee for the Resolution of Disputes Relating to the Registration of National Internet Domains

The purpose of the Code of Ethics is to complement the existing contractual relationship between RNIDS and affiliated natural persons and legal entities by defining important business principles.

1. GENERAL PRINCIPLES

In its day-to-day operations, RNIDS will adhere to the following general principles:

Propriety and honesty

- We will do business in accordance with applicable laws, professional ethics, internal enactments and contractually agreed obligations towards the state and other domestic and foreign parties in the governance of the Internet.
- We will act properly, honourably and sincerely in our professional and personal relationships.
- In our work we hold ourselves especially accountable to Internet users in Serbia.
- We will take all measures necessary to prevent the occurrence of corruption and conflict of interest.

Professional attitude

- In doing business we will aspire to best practice and exchange of experiences with other national Internet registries.
- We will constantly work on improving efficiency and service quality and meeting the needs of Internet users in Serbia.
- We will employ educated, knowledgeable, responsible individuals.
- We will appoint responsible and independent persons to leadership positions, who have the relevant education and work experience and high moral and ethical standards
- We will outsource work to proven, reliable suppliers with good references in their industry, abiding by the principle of most favourable price/quality ratio.
- We will work with all professional domestic and foreign parties operating in the Internet sector.
- We will always have in mind the strategic significance of the services that we provide for the benefit and development of the local Internet community.

Impartiality

- All forms of discrimination based on nationality, gender, racial or ethnic origin, political or religious beliefs, regional affiliation, age, social status, sexual orientation, disability or health status will be unacceptable.

Autonomy of operation

- We will be autonomous in our decision-making and in the pursuance of our objectives, activities and programmes.
- We will take on no obligation to any individual, organisation, institution or political party where this could affect our autonomy in decision-making.
- We will establish procedures and operating rules that will prevent decisions being made that are not in accordance with our values or are contrary to the public interest and the common good of all Internet users in Serbia.

Confidentiality of data

- We will handle data responsibly and guarantee the confidentiality of data in our possession in accordance with the laws and other regulations of the Republic of Serbia and the internal enactments of RNIDS.
- We will process data using methods that provide the necessary and permitted transparency, whilst ensuring protection from unauthorised use of confidential data.
- We will deny third parties access to confidential data, except in those cases envisaged by law.

Prevention of conflict of interest

- We will establish, respect and innovate procedures and rules in order to recognise, prevent or correct all existing and potential conflicts of interest such that they can under no circumstances cause harm to RNIDS, Internet users in Serbia, partners or associates.
- In the event of a potential conflict of interest arising, we will inform all parties involved and seek to resolve such situations before they present a problem.

Freedom of competition

- We will recognise and support freedom of competition in the market as a key factor for growth and ongoing business development.
- Our competitiveness will be founded on quality and actual worth and not on discrediting the competition.
- We will make use of only those means which are allowable in market competition, meaning that we will respect legal regulations, business customs and business ethics.

Transparency

- All aspects of our operation will be accessible to the public, other than those relating to our legal obligations to protect user privacy and commercial secrets and the security of the national Internet domain management system.
- Information which we publish internally or externally will be accurate, clear, complete, reliable, timely and accessible to those for whom it is intended.
- We will establish mechanisms that enable users to express critical opinion of our operations.

Protection of reputation

- We will take responsibility for the public reputation of RNIDS and will not act to its detriment.
- Loyalty towards RNIDS will be a matter of common decency but will in no sense require the avoidance of criticism for poor or unlawful operation.
- We will behave professionally, politely and properly towards external associates of RNIDS, showing respect and dignity.
- We will respect the principles of good partnership both within and outside RNIDS and act according to the principles of mutual recognition and shared respect and tolerance.
- We will consider the violation of moral norms, professional standards and the provisions of

the Code of Ethics, an unprofessional attitude towards agreed obligations and the appropriation of the achievements of a third party to be a degradation of the profession and of RNIDS.

Propriety in communication

- We will keep to the subject, respect the time of others and seek to be brief and to the point.
- We will use RNIDS channels of communication that are appropriate to the subject, current custom and to other participants in the communication.
- We will consider inappropriate all communication of the *argumentum ad hominem* type, where instead of discussion of the facts attempts are made to discredit the person stating the facts.
- Criticism of other parties to communication must be well-intentioned, professional and substantiated, and opinion must be based on professional arguments and facts, devoid of the influence of prejudice and unsupported presumption.
- Insulting or belittling other parties to communication will be unacceptable, as will the use of inappropriate language or threats.
- Before initiating debate on possible irregularities, we will verify all the relevant facts in order to avoid generalised accusations and unnecessary damage to the collegial atmosphere.
- Personal disputes will be conducted by way of private messages and not using the RNIDS channels of communication.
- Public exposure of part or the entirety of communication that has taken place using RNIDS channels of communication will be unacceptable.

In its operations, RNIDS will adhere to the aforementioned principles and reject all behaviour that contravenes them.

2. SPECIFIC PRINCIPLES

RNIDS recognises the following specific principles appropriate to its area of activity:

2.1. RNIDS Co-founders

- They will use the Internet in their day-to-day operations and will have their own website and own email address.
- For communication with RNIDS, use of an email hosted on a national Internet domain is recommended.

2.2. RNIDS Board of Governors (BoG)

- As the highest management body of RNIDS, which determines the RNIDS strategy and pursues the objectives of RNIDS, the BoG will have the greatest responsibility for the reputation and efficient operation of RNIDS.
- In public, members of the BoG, in discharging their professional responsibilities, will not bring harm to their own reputation or that of RNIDS, and through their actions will contribute to the affirmation of RNIDS' stated values.
- Members of the BoG will perform their roles in such a way as not to subordinate the interests of RNIDS to their private or business interests or to bring about a conflict of interest.
- Members of the BoG will make decisions according to their own conscience, without influence from any formal or informal groups which may have influenced their election to the BoG.

2.3. The Statutory Committee (SC)

- In public, members of the SC, in discharging their professional responsibilities, will not bring harm to their own reputation or that of RNIDS, and through their actions will contribute to the affirmation of RNIDS' stated values.
- Members of the SC will perform their roles in such a way as not to subordinate the interests

of RNIDS to their private or business interests or to bring about a conflict of interest.

2.4. RNIDS Office

The Director of RNIDS, in his or her attitude towards employees of the RNIDS Office, will:

- respect the rights of employees and internal enactments, rules and procedures so that they are in accordance with the relevant international and national human and labour rights regulations.
- treat employees with respect and dignity, and with concern for their well-being and social security.
- show faith in the value of employees and build a competitive advantage based on the expertise and commitment of each one of them.
- evaluate and reward the work and effort of employees in an objective manner.
- conduct communication with employees in accordance with the principles of transparency, clarity and completeness of information.
- reject all forms of discrimination in appointing employees and managing or developing their careers.
- respect freedom of association and collective negotiation by employees in accordance with law, culture and positive practice.
- concern him or herself with the moral and physical integrity of the employees, providing them with the conditions to work in dignity in a safe and healthy working environment.
- organise appropriate events in order to promote a sense of belonging and to foster contact between current and retired employees.

Employees of the RNIDS Office will:

- discharge their professional responsibilities professionally, responsibly and in a timely manner, whilst developing their expertise on an ongoing basis by seeking out information, and through learning, training, research and verification of acquired knowledge.
- will always keep in mind that working at RNIDS, an organisation of national importance, brings not only certain advantages but also implies a greater level of accountability.
- will especially concern him or herself with the protection of data on registrants of national domain names and other data categorised as commercial secrets, and with system security.
- will in their public activity seek to protect the reputation of RNIDS, respecting the objectives and values which RNIDS stands for.
- will help build an atmosphere of mutual trust, support and respect in which all can express themselves and contribute to the success of RNIDS.
- will respect one another's differences and opinions in order to make better decisions.
- will encourage new colleagues to find their place in the team as quickly as possible to ensure maximum effectiveness and satisfaction in performing their tasks.

2.5. Accredited registrars of national domains (AR)

- The development of long-term, mutually satisfying relationships between RNIDS and ARs will be founded on the principles of propriety, impartiality and transparency, retaining the criteria of objective competitiveness and quality of service.
- Every AR should be a registrant of a domain on both national TLDs, which are both active and redirect to their website.
- In communication with RNIDS they should use email addresses hosted on national Internet domains.
- They should participate in RNIDS educational campaigns targeted at users, according to their capacities and needs.
- In their marketing they should also promote the advantages of the national Internet domains.

ARs work directly with registrants of national domain names and thus their professional attitude towards registrants is of key importance for the reputation of RNIDS. For this reason, ARs should always pay special regard to the following principles, in addition to their obligations arising from

enactments relating to the registration of domain names and their contract with RNIDS:

- To behave impartially towards users.
- To refrain from “front running”, that is preregistration of national Internet domain names in order to prevent users from registering them.
- To refrain from all forms of business which could be categorised as resale and trade in domain names (including domaining and cybersquatting).

Competition amongst ARs will be founded on expertise, technical equipment, level of organisation, cost-effectiveness and good references. RNIDS will consider an unfair and unacceptable form of competition any attempt to discredit a rival AR for the purpose of appropriating their previously acquired business.

3. SOCIAL RESPONSIBILITY

RNIDS will do business in a socially responsible manner, with special accountability towards the local Internet community in Serbia.

RNIDS will act in opposition to all forms of inappropriate behaviour in the Serbian Internet space, in particular:

- misuse of Internet domains (false representation, cyber-crime);
- abuse of copyright and similar rights, and of intellectual property rights;
- abuse of the privacy and security of Internet users;
- abuse of the credulity of Internet users for purposes of profit;

RNIDS will take on the moral obligation to contribute to the improvement of society and hence will support initiatives aimed at supporting the economic and social integration of vulnerable persons through programmes of education in the area of the Internet.

RNIDS will be committed to environmental protection and will advocate for the use of healthy technologies and the introduction of environmental standards relating to recycling and reduced emissions of harmful materials.

Belgrade, 31st May 2014

Chair of the Conference of Co-founders:

Vojislav Rodić