

The Travel Industry Council of Ontario strives to provide a fair and informed marketplace for consumers. TICO strongly encourages all Ontario registrants to comply with the following Code of Ethics, which targets the values and principles of TICO's objectives.

### **Integrity**

Conduct our activities with honesty, dignity and fiscal responsibility, always protecting and promoting our clients' best interests.

### **Disclosure**

Communicate material facts to our clients by supplying accurate and complete information in a clear and understandable manner that assists consumers in making informed decisions in their choice of travel services.

### **Marketing**

Refrain from using any form of misleading advertising or innuendo in marketing products and services

### **Cooperation**

Cooperate with any investigation/inquiry by the Registrar or staff of the Travel Industry Council of Ontario to resolve any problems or disputes as soon as possible.

### **Respect**

Treat all people with equality and respect.

### **Accountability**

Fulfill all contractual obligations promptly and completely. Respond to legitimate complaints immediately. Maintain accurate and complete records of all client transactions and safeguard consumer monies.

### **Compliance**

Abide by applicable laws and regulations and never knowingly do business with those who operate outside those laws. Registrants are required to ensure that all employees and other sellers of travel associated with the Registrant are conversant with all aspects of the Travel Industry Act, 2002 and the Regulation, and are familiar with this Code of Ethics.

**Competency**

Maintain responsibility for the competency of all staff.

**Confidentiality**

Treat every client transaction confidentially. Do not disclose any information without a client's permission, unless required to do so by law.

**Conflict of interest**

Be responsible first to clients and a client's best interests. Any commercial gain and/or preferred relationships between a Registrant and suppliers will at all times be secondary.