

FIFA®

Code of Conduct

For Third Parties



Our vision

FIFA's vision is to make football truly global, helping it to reach its potential in every part of the world. We want to make the game truly accessible and inclusive so that everyone who wants to play can join in without barriers, wherever they are.

We can't do it alone. Our partners – the people we do business with and work with – all play a vital role in moving football forward.

At FIFA, we want to work with people and organisations that share our values. We believe that working in football brings great opportunities as well as great responsibilities; we don't tolerate wrongdoing from our team members and we hold the people we do business with to the same high standards.

This code helps our third parties do things right. It helps you follow our approach to Living Football, bringing the game we all love to even more people in even more places. Thank you for your support.



Who is this code of conduct for?

This code applies to everyone who does business with FIFA: that is the freelance workers, suppliers and business partners we work with, including their employees. Throughout the code, we call this group of people our third parties.

We define our **third parties** as organisations or individuals who do business with FIFA, for example freelancers, suppliers or business partners. This does not include FIFA team members.

Why is the code important?

Following the code is a condition of doing business with FIFA: we require all of our third parties to read, understand and follow the code and our regulatory framework. Any breaches of the code may lead to FIFA ending our business relationship with you. If anything is unclear, contact FIFA Compliance for support on compliance@fifa.org

Our Values

- Fair Play
- Team Spirit
- Impact on people & the planet
- Transparency
- Innovation

Message from the Secretary General

As the guardians of football, the world's most popular sport, FIFA is committed to spreading the positive power of the game around the globe. This can only be achieved by FIFA setting the highest ethical and integrity standards for others to follow.

The Code of Conduct represents our ongoing commitment to operate with integrity and defines how we do business the right way, united by one set of key values that guide our daily decisions and actions. We are all accountable for upholding and abiding by the Code of Conduct.

The Code of Conduct features five pillars that guide us on how we can do the best for our sport and, above all, for those who love it:

- 1. Fair play:** acting with honesty and integrity
- 2. Team spirit:** working with and for each other
- 3. Impact on people & the planet:** contributing to a future we all share
- 4. Transparency:** being open to scrutiny
- 5. Innovation:** exploring new ideas and opportunities

These five pillars help us to act ethically and with integrity, and allow us to create a conducive working environment that we can all be proud of.

Each of us must do the right thing to preserve the interests of each other. This also goes for our suppliers and business partners because ultimately, by acting ethically, we protect the interests of football fans around the world.

Together, we are on a journey to further strengthen our modern, trustworthy and transparent organisation. FIFA's reputation, its future and our 211 member associations rely on the integrity with which we conduct our business.

I count on all of you to continue to act with ethics and integrity.



Fatma Samoura
FIFA Secretary General



Raising concerns

We require all of our third parties to follow the highest ethical standards, including taking action to raise concerns if you spot any wrongdoing or potential wrongdoing. That means that if you see or suspect a violation, or potential violation, of the code you must let us know.

What happens after a report?

We commit to investigate all reports carefully and thoroughly. As far as possible, we'll treat them in the strictest confidence. Our non-retaliation policy protects against any negative action being taken against a person who makes a report, as long as it was made in good faith.

How to report

Use our [reporting process](#) to help report a violation or a suspected violation.



Fair Play:

protecting positive values in football

Getting it right wherever we play

We serve 211 member associations all over the globe. Together, we believe that football is more than just a game – it's a way to change the world for the better. But to make change happen, we must stand for something; we have to be positive role models. That's why we require our third parties to follow all applicable laws and regulations in the places we operate.

Gifts and hospitality

We do business the right way. It's OK to accept and offer small gifts, reasonable meals and hospitality where there's a legitimate business purpose, but you must never offer or accept gifts or other hospitality in exchange for an improper advantage. You can find out more in our

Zero tolerance for bribery and corruption

Our third parties must comply with all relevant anti-corruption laws and international standards. Taking part in corruption not only breaks our code but could also result in serious consequences.

Third parties cannot receive, offer, promise to pay, pay, or authorise the payment of bribes to any person or organisation to get or keep business, a commercial advantage or influence over actions or decisions. This includes government officials and individuals or organisations inside or outside FIFA.

If you spot any [corrupt or potentially corrupt activities](#) you must report them to FIFA Compliance right away. You should also contact FIFA Compliance if you're unsure whether a payment is legitimate or if you have any questions about anti-corruption.

Bribery is the offer of anything valuable with the intent to gain an improper business advantage.

Trade controls

Many countries have customs laws and trade controls governing the import and export of products and services. Third parties must comply with all trade controls at all times.

Betting and manipulation

We do not tolerate any form of manipulation or influencing of match results – it's our job to play fair and uphold the integrity of our matches and competitions. Contact us on integrity@fifa.org to report any suspected breaches.

Fair Play:

protecting positive values in football

Anti-money laundering

We only work with reputable third parties. We act for legitimate business purposes and only ever use legitimate funds. As a third party, we require you to recognise signs of potential illegal activity, like offers to pay in cash, unusual fund transfers or unusual payment terms, and act accordingly.

Money laundering means concealing the proceeds of illegal activity or trying to make illegal funds look legitimate.

Political neutrality

FIFA is politically neutral and does not make political contributions. You must not use our funds or resources for political activities.

Taking care of our property

Our third parties are required to protect FIFA's assets and to use common sense when handling our equipment and information.

Assets include things such as office supplies, tickets, computer hardware and artwork as well as less tangible things like ideas, processes, trademarks and software.

Confidential information

Doing business with FIFA means that you may have access to confidential information, like business plans, contract terms, financial information, work methods and procedures. You may be asked to sign a confidentiality agreement before we share information like this with you.

You may need to share our confidential information with your own employees so that they can do their job. This must only ever be on a need-to-know basis. You or your employees must never share our confidential information, even after you stop working with FIFA.

Intellectual property: our brand and our ideas

Our brand, which includes our names, logos, designs, event titles, symbols and assets, is instantly recognisable all over the world. Our intellectual property includes our team members' ideas, artwork, processes and any other materials they help create. Our brand and intellectual property belong exclusively to FIFA and may not be copied or used unless you have been specifically authorised by your FIFA contact.

Team Spirit:

making the most of football's development

A culture of respect

Our relationships with our team members and our member associations, as well as with confederations, officials, fans, players, partners, sponsors and third parties are important to us. We always treat others in the way we expect to be treated, and we expect our third parties to act in the same way.

Our working relationships must meet the values and spirit of our code of conduct. Everyone connected with football must be treated with fairness, respect and dignity. Our third parties must promote a positive work environment by treating others professionally and with mutual respect. We don't tolerate discrimination, sexual harassment or abuse of power of any kind.



Impact on people & the planet: ensuring responsible business practices

Sustainability

We are a responsible global citizen. We want football to be a force for good so we always act sustainably: that means doing the right things, carefully managing any risks and making the most of every opportunity to improve people's rights and wellbeing, economic development and environmental protection.

We expect our third parties to do the same. Our third parties must assess and measure how the work they do for FIFA impacts upon football, society, the environment and the broader economy, avoiding or mitigating negative impacts in their organisation and supply chain.

Human rights

We're proud that football touches millions of people. We have a special impact on the world. That brings with it a special responsibility to preserve the dignity and equal rights of everyone who takes part in our activities.

In line with our [Human Rights Policy](#), we respect all internationally recognised human rights and promote the protection of these rights in all our activities. All of our third parties are required to comply with the United Nations' Guiding Principles on Business and Human Rights while working with FIFA.



Transparency: increasing global competitiveness

Communication and protecting our reputation

We aim to be transparent and communicate openly about how we grow the game and operate our business. Our third parties can expect an honest and open business relationship when working with FIFA – and we expect the same in return.

Every time we work with a third party, we expose FIFA to potential reputational damage so it's important that our third parties follow the process to help us identify potential partners that do not meet

Talking to the media

The best teams play to their strengths – only authorised, trained team members can speak to the media on FIFA's behalf. If you receive a media request to talk about FIFA, please refer it to the FIFA Communications Division media@fifa.org Third parties may not speak to the media on FIFA's behalf or discuss their relationship with FIFA in the media.

Social media

The things we post on our personal social media accounts can reflect on FIFA. You should always be aware of this. Make it clear that your own social media posts reflect your own personal opinion, not FIFA's views. Never post content that doesn't reflect our culture of respect, even on your private accounts.

When attending events, you are bound by the terms of your accreditation. That means you should never post video content from FIFA events and you should use discretion when publishing text or photos. Don't publish anything that could compromise your relationship with FIFA, including content that could damage our reputation or harm the reputation of our team members.

Transparency:

increasing global competitiveness

Working with other people

In life, we're judged by the company we keep. It's no different in business. Many third parties naturally work with their own freelancers, suppliers and other business partners when they're dealing with FIFA. If this applies to you, you must make sure the people you choose to work with follow our shared values and meet our high standards.

Third parties must carry out careful research before agreeing to work with another person or organisation so that you don't inadvertently work with anyone who could damage FIFA's reputation or brand. [Working with other people](#) explains how to carry out due diligence on any potential third parties.

Keeping records

We generate lots of information and data in our work. All third parties are required to maintain, keep and destroy any records or data relating to our working relationship in line with all applicable legal and regulatory requirements.

Privacy

We take care of the data entrusted to us. Third parties must only collect and use personal information for lawful purposes. You must comply with applicable laws when transferring personal information across international borders.

Third parties should only give access to data to people who need it to do their jobs. You must take adequate steps to prevent unauthorised people from

Playing fair

Third parties share FIFA's duty to protect players from harm and to compete on a level playing field.

Conflicts of interest

Third parties should avoid situations that conflict – or could appear to conflict – with FIFA's interests. Conflicts of interest can be real or perceived: both matter.

Conflicts of interest can happen to anyone – it's what you do about them that's important. If you think there is an actual, perceived or potential conflict of interest, speak to FIFA Compliance immediately. They will work with you to put the right things in place to manage the conflict. [Conflicts of interest](#) has more information, including a handy checklist.

Conflicts of interest happen when you have, or may have, personal relationships, interests or activities that affect your relationship with FIFA.

Innovation: impacting society through the power of football

Leading the way

It's our job to guide football and the global football community in a rapidly changing world. Three main themes shape our world: globalisation, technology and the demand for greater transparency and accountability. We've made great strides to embrace these themes in FIFA, with our member associations and stakeholders, and in our relationships with our valued third parties.

This code and the reformed governance structure we launched in 2016 sets out the way forward for strong, ethical relationships with the people we do business with. We want to work with our third parties, sharing learning and expertise to make the footballing community even more vibrant. Together, we share the same vision: to make football truly global while celebrating everything that is good about the beautiful game.



Our languages

This code has been issued in FIFA's four official languages: English, French, Spanish and German. If there are any differences in interpretation or translation, the English text is definitive.

Approval and Enforcement

This Code of Conduct has been issued and approved by the Secretary General on 9 October 2020 in accordance with art. 15 par. 6 of the FIFA Governance Regulations and comes into force on 12 October 2020.

Zurich, 12. October 2020

FIFA Secretary General
Fatma Samoura

