

Governance, Ethics, Transparency, Accountability & Human Rights Policy

Company: Deepsense Digital Solutions

Location: Kodambakkam, Chennai, India

Employee Strength: 80+ employees

Industry: Digital Marketing (Social Media, Technology Services, Performance Marketing)

1. Purpose

This policy establishes the principles, standards, and operating procedures that guide Deepsense Digital Solutions in conducting its business ethically, transparently, and responsibly. It ensures compliance with applicable labour laws, governance standards, and internationally accepted human rights principles, while fostering trust among employees, clients, partners, and other stakeholders.

2. Scope

This policy applies to:

- All employees (permanent, contractual, interns, trainees)
- Management and leadership
- Consultants, vendors, and third parties acting on behalf of Deepsense Digital

3. Core Governance Principles

Deepsense Digital is committed to the following governance principles:

3.1 Accountability

- Clear roles, responsibilities, and reporting structures are defined across all functions.
- Employees and management are accountable for their decisions, actions, and outcomes.
- Internal reviews and audits are conducted periodically to ensure compliance.

3.2 Transparency

- Business operations, policies, and decisions are communicated clearly and honestly.
- Financial, operational, and performance-related information is shared with relevant stakeholders on a need-to-know basis.
- No misleading communication with clients, employees, or partners is tolerated.

Deepsense Digital Solutions Private Limited

No 10, 3rd Floor, 1st Main Rd, United India Colony, Kodambakkam, Chennai, Tamil Nadu 600024 TN.

Ph: 044 - 4302 4282

CIN NO: U51909TN2016PTC112834; www.deepsense.in

3.3 Ethical Behaviour

- All business activities shall be conducted with integrity, fairness, and professionalism.
- Conflicts of interest must be disclosed immediately to management or HR.
- Bribery, corruption, fraud, or unethical practices are strictly prohibited.

3.4 Respect for the Rule of Law

- The organization complies with all applicable Indian labour laws, employment regulations, data protection laws, and commercial laws.
- Any violation of legal or regulatory requirements will be addressed promptly.

3.5 Respect for International Norms of Behaviour

- The organization aligns with internationally accepted standards such as ILO principles and UN Guiding Principles on Business and Human Rights.
- Fair employment practices are followed irrespective of jurisdiction.

3.6 Respect for Human Rights

- The organization upholds dignity, equality, and respect for all individuals.
- Discrimination, harassment, or exploitation of any form is strictly prohibited.

4. Code of Conduct (CoC)

All employees are expected to:

- Act professionally in all internal and external interactions
- Maintain confidentiality of company and client data
- Avoid abusive language, harassment, or discriminatory behaviour
- Use company resources responsibly
- Represent the organization positively at all times

Violation of the Code of Conduct may result in disciplinary action, including termination.

5. Human Rights & Labour Practices

5.1 Equal Opportunity Employment

- Recruitment, promotion, and compensation decisions are based on merit and performance.
- No discrimination based on gender, age, religion, caste, disability, marital status, or background.

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5.2 Prevention of Harassment

- Sexual harassment, mental harassment, or workplace bullying is not tolerated.
- The organization follows the POSH Act and has an Internal Complaints Committee (ICC).

5.3 Freedom of Association

- Employees have the right to express concerns, provide feedback, and participate in lawful associations.

5.4 Fair Working Conditions

- Working hours, leave, wages, and benefits comply with applicable labour laws.
- Overtime, if applicable, shall be managed transparently.

6. Stakeholder Management Process

6.1 Identification of Stakeholders

- Internal: Employees, management, interns
- External: Clients, vendors, partners, regulatory bodies

6.2 Engagement & Communication

- Regular communication through meetings, emails, and reviews
- Feedback mechanisms for employees and clients

6.3 Managing Conflicts

- Areas of agreement and disagreement are documented
- Issues are escalated through proper channels
- Negotiation and resolution are handled fairly and promptly

7. Data Protection & Confidentiality

- Client and company data must be handled securely.
- Unauthorized sharing or misuse of data is prohibited.
- Employees must comply with internal IT and data security guidelines.

8. Reporting & Whistleblower Mechanism

- Employees may report unethical behaviour, policy violations, or legal concerns without fear of retaliation.
- Reports can be made to HR, management, or through designated grievance channels.

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9. Implementation & Review

- This policy is communicated to all employees during onboarding and periodically thereafter.
- Training sessions may be conducted to ensure awareness.
- The policy will be reviewed annually or as required by law.

10. Disciplinary Action

Non-compliance with this policy may result in:

- Warning or corrective action
- Suspension or termination
- Legal action where applicable

Approved By: Management – Deepsense Digital Solutions

Effective Date: _____

Review Date: _____



**Rakesh R - Director
Deepsense Digital Solutions Pvt**