

## Doing Business With Maponics

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We at Maponics would like to share with you the unique guiding principles for how we do business. These principles govern how we work with you, and with each other.

### Maponics' Core Values

1. We trust our employees and coworkers.
2. We treat all customers fairly.
3. We take pride in our work.
4. Our actions make a difference in the world.

### Honesty

We are vigilant against conduct which has the intent, capability, or effect of being deceptive towards our customers.

### Sales Philosophy

The sales process should always be mutually beneficial: the customer benefits from a solution to their problem and Maponics benefits from remuneration for helping to solve that problem. Our sales staff helps customers by providing them with solutions. We do not sell customers anything they don't need; in fact, we will recommend a less expensive solution if it will solve the problem best.

Likewise, we expect our customers to understand that our time is valuable. We possess expertise that allows us to solve specific problems and that it is appropriate that we ask for clarification about commitment levels before providing substantial advice.

### Mutual Confidentiality

All information provided by customers and vendors remains confidential, whether it be data files or intangible proprietary knowledge. Maponics also considers the details of services provided to particular customers to be confidential information. We expect our customers and vendors not to disclose any information about Maponics to our competitors that could be used to unfair advantage and not to use market knowledge gained from Maponics to solicit our competitors.

### Pricing Variations

Because Maponics is a custom service bureau, with many professionals working to solve customer problems, pricing may vary slightly from job to job even when the specifications appear similar. We work to keep any such variance small.

### Customer Satisfaction and Our Refund Policy

Maponics recognizes its obligation to get the job done right. If we can't, we will refund or credit the customer appropriately. However, Maponics expects customers to educate themselves about the products they purchase by asking the necessary questions and reading agreement specifications. We will always be ready to provide samples or answer questions of any type. When Maponics delivers a project that conforms to all agreed specifications, refunds are not warranted.

On occasion, situations arise that neither the customer nor Maponics could have foreseen. When these occur, Maponics will work with the customer to find a mutually acceptable resolution.

Our online stores may have unique refund policies that apply and which are posted clearly.

### **Referrals to Other Suppliers / Products**

If Maponics cannot provide a solution, and we are aware of a non-competing company that may, we will provide whatever information we have on hand to refer the prospect.

### **Referring to Competitors**

We do not bring up our competitors by name. If a customer mentions a particular competitor, we do not disparage that competitor.

### **Refusing Business That Is Ethically Inappropriate to Our Mission, Corporate Policy, or Personal Morals**

Maponics may refuse business from time to time if it is judged to be at odds with the company's business ethics. If a particular customer's business goes against the morals of a particular employee but not against company policy, that employee may ask that the opportunity be transferred to another employee.

### **Refusing Business to Which We Are Unsited**

If a potential customer asks us to do something outside our expertise, we will make sure the customer understands that this is a new opportunity for us. If it is something we would still like to do because it fits our business mission and develops skills we believe are valuable for Maponics, then we will discuss this with the customer and find an appropriate way to mitigate the customer's risk. If we do not want to do it, we will refuse and do our best to find them another source.

The definition of "within our expertise" means that we have substantively done something similar, even in a test mode, and that we have firm confidence that we can meet the customer's specifications.

### **Rude Customers**

Maponics' employees have a desire and a right to enjoy what we do each day. Upon occasion a prospect or a customer will be completely unprofessional towards us. As will all our customers, we will treat them politely and professionally. If it is a customer service issue (in that they are unhappy with some aspect of our contract fulfillment), we will overlook their behavior and work through the issue to the best of our ability. But unless we have already made a commitment with them, we are not under obligation to work with them further.

### **Customer-Employee Differences of Opinion**

Maponics supports its employees and presumes that staff behaves honestly and in good faith. If we make a mistake, we will remedy the situation. Our management philosophy and principles enable each employee to make most decisions themselves. Unless there are extenuating circumstances, such decisions will be final.

### **Customers Who May Also Be Competitors or Suppliers**

We will apply (and expect our suppliers to apply) the most conservative guidelines in this complex situation. We will attempt to encode appropriate behaviors in contractual agreements on a case-by-case basis.

### **Direct Charitable Contribution**

In addition to the overarching role our business plays in society, we also attempt to contribute directly to society through charity, volunteer efforts, and the like.

### **Overarching Role in Society**

Maponics, as a business, does not operate as an island. Our business practices impact society as a whole and this guide itself, when adhered to, improves the world in which we live.

*If you would like to provide feedback on these ideas, feel free to contact us at [info@maponics.com](mailto:info@maponics.com).*