



Code of Ethics

Why Jordan Tours is committed to conducting its business with integrity, professionalism, respect, transparency, and responsibility.

This Code of Ethics establishes the principles and standards expected from management, employees, guides, drivers, representatives, suppliers, partners, and other relevant stakeholders.

The Code supports our commitment to responsible tourism, customer welfare, environmental protection, human rights, fair employment, legal compliance, and ethical business practices.

Integrity and Honesty

We conduct our business honestly, fairly, and transparently.

We commit to:

- Providing accurate information to customers, suppliers, partners, employees, and other stakeholders.
- Avoiding misleading statements, false information, or deceptive practices.
- Representing our services, products, prices, conditions, and sustainability practices accurately.
- Acting professionally and responsibly in all business relationships.
- Maintaining appropriate records and documentation of relevant business activities.

Customer Welfare and Protection

Customer safety, welfare, privacy, dignity, and satisfaction are fundamental to our operations.

We commit to:

- Providing safe and appropriate tourism services.
- Treating customers with dignity, fairness, and respect.
- Providing clear, accurate, and relevant information.
- Responding appropriately to customer concerns and complaints.
- Protecting customer personal and confidential information.
- Providing appropriate support during emergencies and significant service issues.

Environmental Responsibility

We recognize our responsibility to minimize the environmental impacts of our operations and tourism activities.

We commit to:

- Reducing unnecessary waste and resource consumption.
- Promoting responsible water and energy use.
- Reducing unnecessary pollution.
- Supporting biodiversity and wildlife protection.
- Promoting responsible treatment of animals involved in tourism.
- Encouraging responsible environmental behavior among employees, suppliers, guides, drivers, and customers.
- Continuously improving our environmental performance where practical.

Respect for Local Communities and Cultures

We respect the diversity, traditions, customs, values, beliefs, and cultural heritage of the communities where we operate.

We encourage employees, suppliers, guides, drivers, and customers to:

- Respect local customs and traditions.
- Behave appropriately at religious, cultural, historical, and community sites.
- Respect local social norms and community expectations.



- Support legitimate local businesses and service providers.
- Promote authentic and respectful cultural experiences.
- Avoid behavior that may damage cultural heritage or negatively affect local communities.
- Contribute positively to the destinations in which we operate.

Human Rights and Fair Employment

Why Jordan Tours respects internationally recognized human-rights principles and applicable labor requirements.

We aim to:

- Provide equal employment opportunities.
- Prohibit discrimination and harassment.
- Respect applicable labor laws and employment requirements.
- Provide fair compensation in accordance with applicable requirements.
- Maintain safe and respectful working conditions.
- Respect employees' dignity and fundamental rights.
- Provide appropriate opportunities for training and professional development.
- Prevent exploitation, abuse, forced labor, and child labor within our operations and relevant supply chain.
- Support the protection of children and vulnerable people.

Safety and Duty of Care

Safety is a fundamental responsibility of Why Jordan Tours.

We commit to:

- Following applicable health and safety requirements.
- Maintaining appropriate operational safety procedures.
- Ensuring employees and relevant suppliers understand their safety responsibilities.
- Encouraging guides and drivers to follow applicable safety procedures.
- Reporting serious safety concerns to management.
- Taking appropriate corrective action when significant safety risks are identified.
- Reviewing and improving safety procedures when necessary.

Transparency and Responsible Communication

We aim to maintain clear and transparent communication with customers, employees, suppliers, and partners.

We commit to:

- Providing clear and accurate information about our services and operations.
- Communicating relevant sustainability objectives and supplier requirements.
- Avoiding misleading sustainability claims or unsupported environmental statements.
- Ensuring that marketing and promotional information reflects the services that we can reasonably provide.
- Being transparent about relevant limitations, conditions, and requirements.

Confidentiality and Data Protection

We respect the confidentiality and privacy of customer, employee, supplier, partner, and company information.

We commit to:

- Handling personal and confidential information responsibly.
- Limiting access to information to authorized personnel.
- Protecting sensitive information from unauthorized access, use, disclosure, alteration, or loss.
- Using information only for legitimate business purposes.



- Following applicable data-protection and privacy requirements.
- Maintaining appropriate controls over company and customer information.

Conflict of Interest

Employees, management, representatives, and other relevant stakeholders should avoid situations in which personal interests could improperly influence business decisions.

We therefore:

- Expect potential conflicts of interest to be disclosed promptly to management.
- Review identified conflicts appropriately.
- Take reasonable measures to prevent personal interests from improperly influencing supplier selection, purchasing, customer arrangements, employment decisions, or other business activities.
- Encourage decisions to be based on legitimate business, operational, ethical, and sustainability considerations.

Anti-Bribery and Corruption

Why Jordan Tours does not tolerate bribery, corruption, fraud, or other dishonest business practices.

We commit to:

- Conducting business honestly and transparently.
- Not offering, requesting, giving, or accepting improper payments or benefits intended to influence business decisions.
- Avoiding inappropriate gifts, hospitality, or other benefits that could create an improper obligation or conflict of interest.
- Maintaining appropriate records of business transactions.
- Reporting suspected bribery, corruption, fraud, or other serious unethical conduct to management.
- Taking appropriate corrective action where misconduct is identified.

Legal and Regulatory Compliance

We comply with applicable national laws, regulations, contractual obligations, and relevant tourism and industry requirements.

Employees, suppliers, and business partners are expected to comply with legal requirements relevant to their responsibilities.

We do not knowingly tolerate illegal activities within our operations or business relationships.

Where applicable, our policies and procedures take into account relevant requirements concerning:

- Employment and labor.
- Health and safety.
- Tourism operations.
- Customer protection.
- Environmental protection.
- Wildlife and biodiversity.
- Child protection.
- Data protection and privacy.
- Anti-bribery and corruption.
- Cultural and archaeological heritage.

Responsible Supply Chain

We expect relevant suppliers and business partners to operate in a responsible and ethical manner.



Where appropriate, we communicate relevant requirements concerning:

- Legal compliance.
- Fair employment practices.
- Human rights.
- Child protection.
- Health and safety.
- Environmental responsibility.
- Animal welfare.
- Responsible treatment of local communities.
- Ethical business conduct.

Serious or repeated violations may result in corrective action, suspension, or termination of a supplier relationship depending on the nature and circumstances of the concern.

Social Responsibility

We recognize our responsibility toward the communities in which we operate.

We aim to:

- Support local businesses and employment.
- Encourage tourism expenditure to remain within local communities.
- Promote locally owned products and services where appropriate.
- Support responsible community-based tourism initiatives.
- Support appropriate local social and environmental initiatives where practical.
- Respect human rights.
- Prevent exploitation and abuse within our operations and supply chain.
- Encourage tourism activities that create positive local economic and social benefits.

Reporting Concerns and Violations

Employees and relevant stakeholders are encouraged to report suspected violations of this Code of Ethics or serious unethical, environmental, safety, human-rights, or legal concerns.

Reports should be made to management or the designated responsible person.

Why Jordan Tours aims to:

- Take reported concerns seriously.
- Handle concerns appropriately and, where possible, confidentially.
- Review significant concerns objectively.
- Investigate serious issues where necessary and appropriate.
- Take corrective action when a violation is confirmed.
- Protect individuals who raise concerns in good faith from retaliation, in accordance with applicable requirements.

Enforcement and Corrective Action

Failure to comply with this Code of Ethics may result in appropriate corrective action depending on the seriousness and circumstances of the issue.

Possible measures may include:

- Additional guidance or training.
- Corrective action plans.
- Formal warnings.



- Disciplinary action in accordance with applicable employment requirements.
- Suspension or termination of employment where justified.
- Suspension or termination of supplier or business relationships.
- Reporting serious illegal activities to relevant authorities where legally required or appropriate.

Corrective action will be proportionate to the nature and seriousness of the concern.

Continuous Improvement

Ethical and responsible business practices require ongoing review and improvement.

We therefore aim to:

- Regularly review this Code of Ethics and related procedures.
- Consider feedback from employees, customers, suppliers, guides, and other relevant stakeholders.
- Monitor relevant sustainability, ethical, safety, and social performance indicators.
- Review reported concerns and lessons learned.
- Identify opportunities to improve our policies and practices.
- Update our approach when applicable laws, recognized standards, or responsible tourism practices develop.

Commitment

Why Jordan Tours expects management, employees, guides, drivers, representatives, suppliers, and business partners to understand and support the principles of this Code of Ethics.

Through ethical conduct, responsible business practices, respect for people and communities, environmental responsibility, and continuous improvement, we aim to contribute to a safe, fair, responsible, and sustainable tourism industry in Jordan.