

II, Gucci's code of ethics

As part of the Kering Group, Gucci follows the Kering Code of Ethics (2019) which is available to be downloaded on Gucci's official website.

The Gucci's Code of Ethics serves as a guiding framework for all employees, suppliers, and business partners, ensuring that every aspect of its operations is conducted with integrity, fairness, and respect. It sets clear expectations on business conduct, stakeholder engagement, human rights, sustainability, and transparency.

There are 3 sections in the Gucci's Code of Ethics.

1. Ethical Principles in the Conduct of Business

Gucci operates with a strong ethical foundation, ensuring that every decision and action reflects integrity, responsibility, and fairness.

To guide business conduct across all brands and markets, Gucci follows 7 core ethical principles:

- **act with integrity and a sense of responsibility.**
- **comply with laws and regulations.**
- **respect the dignity and rights of every individual.**
- **act with respect for the natural environment.**
- **use the company's assets and resources in the interests of the Group and its shareholders.**
- **encourage our employees in their community involvement and sustainability initiatives.**
- **respect business confidentiality.**

2. Ethical principles of business practice and behavior towards stakeholders

This section of Gucci's Code of Ethics defines how the company interacts responsibly and ethically with its key stakeholders. This part show how Gucci upholds fairness, transparency, and accountability in all business relationships, whether with employees, customers, shareholders, suppliers, or the environment. But it also show how Gucci expect all of its employees and suppliers to act in respond.

Code Of Ethics Gucci

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Sancton**



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Table of Contents Code Of Ethics Gucci

1. Understanding the eBook Code Of Ethics Gucci
 - The Rise of Digital Reading Code Of Ethics Gucci
 - Advantages of eBooks Over Traditional Books
2. Identifying Code Of Ethics Gucci
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Code Of Ethics Gucci
 - User-Friendly Interface
4. Exploring eBook Recommendations from Code Of Ethics Gucci
 - Personalized Recommendations

- Code Of Ethics Gucci User Reviews and Ratings
- Code Of Ethics Gucci and Bestseller Lists
- 5. Accessing Code Of Ethics Gucci Free and Paid eBooks
 - Code Of Ethics Gucci Public Domain eBooks
 - Code Of Ethics Gucci eBook Subscription Services
 - Code Of Ethics Gucci Budget-Friendly Options
- 6. Navigating Code Of Ethics Gucci eBook Formats
 - ePub, PDF, MOBI, and More
 - Code Of Ethics Gucci Compatibility with Devices
 - Code Of Ethics Gucci Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Code Of Ethics Gucci
 - Highlighting and Note-Taking Code Of Ethics Gucci
 - Interactive Elements Code Of Ethics Gucci
- 8. Staying Engaged with Code Of Ethics Gucci
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Code Of Ethics Gucci
- 9. Balancing eBooks and Physical Books Code Of Ethics Gucci
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Code Of Ethics Gucci
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Code Of Ethics Gucci
 - Setting Reading Goals Code Of Ethics Gucci
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Code Of Ethics Gucci
 - Fact-Checking eBook Content of Code Of Ethics Gucci

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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