

Ethical Guidelines

Introduction

FitnessGenes Limited is committed to maintaining the highest ethical standards in the delivery of our DNA testing service. These guidelines outline our ethical considerations, emphasising confidentiality, informed consent, and proper use of data. They are integral to our Quality Management System (QMS) and serve to ensure trust, transparency, and respect for our customers and stakeholders.

Ethical Considerations

Our ethical approach is rooted in respect for individual rights, scientific integrity, and social responsibility. Specifically we:

- Prioritise the welfare and autonomy of our customers.
- Uphold the principles of fairness and non-discrimination in service provision.
- Commit to continuous improvement and adherence to regulatory standards

Confidentiality

Confidentiality is paramount to our operations. We ensure:

- All genetic data and personal information are securely stored and accessed only by authorised personnel.
- Robust data encryption and security measures to protect against unauthorised access or breaches.
- Regular audits and reviews of our data protection practices to maintain compliance with relevant laws and standards (e.g. GDPR)

Informed Consent

Obtaining informed consent is a cornerstone of our ethical practices. We ensure:

- Customers receive clear, comprehensive information about the purpose, benefits, and limitations of our DNA testing service.
- Consent is obtained and stored securely before any testing begins.
- Customers have the right to withdraw consent at any stage, with clear instructions provided on how to do so.

Proper use of data

We are committed to the responsible use of genetic and personal data. This includes:

- Using data solely for the purposes explicitly agreed upon by the customer.
- Prohibiting the sale, sharing, or unauthorised use of customer data.
- Anonymising data wherever possible to protect customer identities in research or reporting

Transparency and Accountability

We promote transparency and accountability by:

- Providing customers with access to their data and the ability to remove this from the FitnessGenes databases at any time.
- Clearly communicating our data handling practices and any updates to our policies.
- Establishing a clear process for addressing customer concerns or complaints regarding ethical issues.

Education and Training

Our staff undergo regular training to ensure:

- A thorough understanding of ethical considerations and legal requirements.
- Competence in handling sensitive genetic and personal data responsibly.
- Awareness of emerging ethical issues and industry best practices.

Research Ethics

For research involving customer data, we adhere to strict ethical standards, including:

- Securing approval from an appropriate ethics review board.
- Ensuring all research is conducted in line with informed consent agreements.
- Publishing findings responsibly, without compromising customer confidentiality.

Continuous Improvement

We commit to:

- Regularly reviewing and updating these ethical guidelines to reflect changes in laws, technology, and societal expectations.
- Seeking feedback from customers, staff, and stakeholders to enhance our ethical practices.
- Monitoring and evaluating our QMS to identify and mitigate ethical risks proactively.

Enforcement and Compliance

We ensure to adhere to these guidelines by:

- Conducting periodic internal and external audits of our practices
- Implementing corrective actions promptly when breaches occur.
- Holding staff accountable for upholding these ethical standards, with consequences for non-compliance.

Contact and Support

For questions or concerns about these guidelines or our ethical practices, customers and stakeholders can contact us at:

- Email: support@fitnessgenes.com
- Phone: 01869 255770
- Mailing Address: Bicester Innovation Centre, Commerce House, Telford Road, Bicester, OX26 4LD

By adhering to these ethical guidelines, *FitnessGenes Limited* is committed to ensuring that our DNA testing service is conducted ethically and responsibly. With these principles, we aim to build and maintain trust, foster innovation, and contribute positively to the field of genetic testing and personalised health. All employees, partners, and stakeholders are expected to understand and apply these guidelines in their daily activities.

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