
Ethics Policy

April 2026

Ethics Policy

1. Purpose

Danny Sullivan Group is committed to maintaining the highest standards of integrity, professionalism, and ethical conduct in all aspects of its operations. This policy sets out the expectations for behaviour and decision-making to ensure a respectful, lawful, and ethical working environment..

2. Scope

This policy applies to all employees of Danny Sullivan Group Limited (DSG) and its subsidiaries (Danny Sullivan & Sons Ltd, Diamond Construction & Engineering Recruitment Limited, and Danny Sullivan Group Academy Limited), contractors, workers, agency workers and volunteers.

3. Core Values

All individuals representing Danny Sullivan Group are expected to uphold the following Values and Behaviours:

Be Fair	Be Committed	Be Well	Be Courageous
Inclusive Ensure an equal, diverse and inclusive workplace	Team Players Working as an intrinsic team across all levels	Creative Find innovative solutions to work more efficiently	Deliver Deliver the best quality staff to our customers
Supportive Support vulnerable groups	Client First Work with our clients to achieve all goals	Safe Environment Get everyone home safely everyday	Train Highest level of education, training and opportunities for our staff
Conscious Minimise our impact on the environment	Considerate Work with our competitors to deliver a common goal	Have Integrity Influence the culture of the workplace to always do the right thing	Rise Above Exceed expectation
Fair Provide fair pay, rigorous data and financial management	Creative Find innovative solutions to work more efficiently	Supporting Wellbeing We focus on our staff's wellbeing - physically and mentally	Excellence Always go the extra mile

4. Standards of Conduct - Professional Behaviour

Employees must:

- Act in a professional manner in all work-related situations
- Follow DSG policies, procedures, and legal requirements including but not limited to our Anti-Bribery & Corruption, Gifts & Hospitality and CCO Policies.
- Avoid behaviour that could harm DSG's reputation

5. Integrity and Ethical Practices

5.1 Honesty and Transparency

- Provide accurate and truthful information at all times
- Do not falsify records, reports, or timesheets
- Communicate openly with colleagues and clients

5.2 Conflicts of Interest

- Avoid situations where personal interests conflict with company interests
- Declare any potential conflicts to management immediately
- Do not use company position for personal gain

5.3 Adherence to other DSG Policies

- In adhering to other DSG Policies this Ethics Policy requires you to follow the spirit and intent of the Policy in question, and not to seek to argue that any breach can be explained by any doubts as to the application of all or any part of that Policy.
- If in doubt, consult your line manager or the General Counsel & Company Secretary: compliance@dannysullivan.co.uk
- Deliver services in line with agreed contracts, timelines, and quality standards
- Keep customers informed of progress, delays, or changes
- Ensure all commitments are realistic and achievable
- Strive to exceed customer expectations where possible

6. Use of Company Resources

- Use company equipment, systems, and resources responsibly
- Do not misuse company property for personal or unauthorised purposes
- Ensure IT systems are used securely and appropriately

7. Social Media and Public Conduct

- Represent DSG positively in public and online
- Do not post or share content that could damage the company's reputation
- Avoid disclosing confidential or sensitive information on social platforms

8. Reporting Concerns (Whistleblowing)

- Employees are encouraged to report unethical behaviour or misconduct
- Reports can be made confidentially and without fear of retaliation
- All concerns will be taken seriously and investigated appropriately

9. Disciplinary Action

Failure to comply with this policy may result in disciplinary action, up to and including termination of employment or contract.

10. Policy Review

This policy will be reviewed annually to ensure it remains effective and aligned with legal and organisational requirements.



Russell Deards
General Counsel & Company Secretary
1st April 2026