

Code of Ethics

At **DigiBoost**, we believe digital marketing is a powerful tool. And like any powerful tool, it must be handled responsibly. It is not just about profit at any cost. It is about long-term partnerships, fairness, and a quality digital environment.

This Code is binding for every member of our team as well as external collaborators.

1. Transparency and Fair Play

- **No hidden fees.** The client always knows what they are paying for. If unexpected costs arise during a project, we communicate them in advance, not just on the final invoice.
- **Data ownership.** We set up all accounts (Google Ads, Meta Business Manager, Sklik) in the client's name or grant them full admin rights. The client is never held hostage – if they decide to leave, all data and history remain theirs.
- **We own our mistakes.** We are human. If we mess up, we don't cover it up. We admit it, apologize, and propose a solution to fix it.

2. Who We Don't Work With (Our 'Red Line')

We reserve the right to refuse cooperation on projects that conflict with our moral convictions.

We do not support or promote:

- Gambling, online casinos, and betting advice with 'guaranteed' winnings.
- Predatory loans and unethical financial products.
- Disinformation, fake news, and hate speech.
- Political extremism.
- Products and services that demonstrably deceive consumers (scams, miracle cures, etc.).
- Weapons sales and the adult industry.

3. Truth in Marketing

- **We don't lie with numbers.** We report real results. We won't paint a rosy picture for the client using 'vanity metrics' that have no real impact on their business.
- **Deceptive advertising.** We do not create campaigns that promise the impossible or intentionally mislead the customer. We build brands based on trust, not quick profit based on lies.

4. Privacy and Data Protection (Security)

- We treat client data with the same level of confidentiality as banking secrets.
- We never sell or provide our clients' data to third parties without their knowledge.
- We strictly adhere to GDPR regulations and require the same from the tools we set up for clients.

5. Relationship with Competitors

- **We play fair.** We do not badmouth competitors to secure a contract.
- **Focus on quality.** We focus on our own quality and results. We believe good work speaks for itself.