



CODE OF ETHICS & CONDUCT

INTERNATIONAL CHEER UNION

ICU CODE OF ETHICS & CONDUCT

I. Introduction

It is the goal of the International Cheer Union to encourage worldwide participation and pursue excellence in the sport of Cheer. At the same time, the ICU assumes the responsibility of promoting the very highest values and ethical standards in all aspects of the sport. Therefore, this document shall establish the standards and guidelines by which the ICU will conduct all aspects of its business and sports activities.

Involvement, participation and membership in the ICU is a privilege, and not a granted right. The privilege of membership may, therefore, be withdrawn or taken away by the ICU at any time when and where the ICU so determines that a member's conduct is inconsistent with the mission of the organization or the best interest of the sport of Cheer and all who participate in it.

Therefore, the ICU so does establish this Code of Conduct. The purpose of the Code is to establish basic guidelines of conduct and the right and ability to evaluate such conduct of all the ICU Members, participants, officials, judges, administrators and participants, and also employees, contracted agents and third party associates, anytime and every time there are ethical issues at stake.

While the Code cannot make a person or group more honest or increase their personal ethics, it can set forth the guidelines and character requirements to make sure that the sport is doing all it possibly can to protect itself from any wrongdoing. This helping to ensure that the experiences associated with one's participation and association with all Cheer activities are positive, worthwhile and valuable.

II. Scope of applicability

This Code shall apply to all ICU members, National Federations, ICU staff and employees, consultants and advisors, persons elected or appointed to any position within the organization of the ICU or the Continental Organizations, Officials and Judges, associates, and any other individuals engaged in ICU activities. It shall also apply to all "third-party" and contractually connected persons/firms representing or serving the ICU in any specific or formal capacity.

III. Definitions

Words used in this Code of Ethics shall have the same meaning as set out in the ICU Statutes and the ICU Rules, unless specified otherwise.

IV. Principles of Ethics in the Sport of Cheer

A. EQUALITY

1. No discrimination on the basis of gender, race, age, creed, religion, sexual orientation, physical or mental disability or political opinion shall be tolerated or allowed.

B. ETHICS AND DIGNITY

1. All forms of harassment, be they physical, psychological, professional or sexual, is strictly prohibited.

C. HONESTY AND FAIRNESS

1. Fair play is the basic guiding principle in the sport of Cheer and in sport.

2. Any form of influence or manipulation in the judging, scoring or interpretation thereof, and other corrupt practices relating to the sport of Cheer by any person being subject to this Code, including improperly influencing the outcomes and results of an event or competition (including but not limited to betting) are strictly prohibited. Any person being subject to this Code is forbidden from having stakes, either actively or passively, in any entity or organization that promotes, brokers, arranges or conducts such activities or transactions.

3. Any person being subject to this Code shall exercise due care and diligence in fulfilling their roles for, or on behalf of the ICU and not disclose information received if such disclosure is made maliciously in order to damage the interests of the ICU

4. No ICU Member, staff, employee, associate or contracted party staff shall make any negative or adverse comments on a policy approved and adopted by the ICU Executive Board of General Assembly once the ICU Board or General Assembly has made such a policy or rule incorporated into its rules, regulations or Statues.

D. INTEGRITY

1. No Judge, official, employee, coach, administrator or ICU Executive Board Member shall, directly or indirectly, solicit, accept or offer any concealed remuneration, commission, benefit or service of any nature connected with their participation in Cheer or with their function as an Official, Judge or any other elected or appointed position of responsibility.

2. No Judge or Official or administrator shall solicit or accept benefits, entertainment or gifts in exchange for, or as a condition of, the exercise of their duties, or as an inducement for performing any specific assignment or any act associated with their duties or responsibilities except that gifts, hospitality or other benefits associated with their official duties and responsibilities may be accepted if such gifts, hospitality or other benefits:

a) are within the bounds of propriety, a normal expression of courtesy, or within the normal standards of hospitality;

b) would not bring suspicion on the Judges or Official's objectivity and

impartiality,

c) would not compromise the integrity of ICU and

d) would be deemed standard and customary in the sport and what is usually provided or offered at similar or like events, competitions, meetings or exchanges

3. No Judge or Official may be involved with any company, association, firm or person whose activity is inconsistent with the objectives or interests of the ICU. Also, no judge or Official may have any direct association with a sponsor or partner of any ICU event that such Judge or Officials has a specific responsibility or obligation to perform services or assignments. If it is unclear, whether this kind of a connection exists in any given situation, the matter shall be submitted to the Ethics Committee for a decision.

E. NEUTRALITY

11. All Judges and Officials shall remain politically neutral, in accordance with the principles and objectives of the ICU, the Continental Unions, the Confederations, associations, leagues and clubs, and generally act in a manner compatible with their function and integrity.

F. CONFLICTS OF INTEREST

1. In discharging their duties to the ICU, all Judges and Officials shall act for the benefit of the ICU when making decisions that affect, or may affect, the ICU and any aspect of the sport of Cheer and to do so without reference to their own personal interests, either financial or otherwise.

2. When performing an activity for the ICU or before being elected or appointed, the candidate or Official shall disclose to the Ethics Committee any personal interests that could be linked with their prospective ICU involvement and activities. The Ethics Committee may draw the attention of the candidate or Official to potential conflicts of interest that it so identifies.

3. Judges and Officials shall avoid any situation that could lead to conflicts of interest. Potential conflicts of interest arise from the following, and other situations, such as:

a) if and Judge or Officials have, or appear to have, private or personal interests that detract from their ability to perform their duties with integrity in an independent and purposeful manner. Private or personal interests include gaining any possible advantage for the persons bound by this Code themselves, their family, relatives, friends, business associates and / or acquaintances,

b) if the opinion or decision of a Judge or Official, acting alone or within an organization, is influenced by, or may be reasonably considered as liable to be influenced by relations that such Judge or Official has, has had or is on the point of having, with another person or organization that would be affected by the person's opinion or decision;

c) if a Judge or Official is also involved in the business or executive day to day running of

a Continental/National Federations Cheer activity or business or any similar activity associated with the sport of Cheer and such similar organizations.

d) In the following non-exhaustive list of examples, the circumstances in which a conflict of interests could arise are personal and/or material involvement (salary, payment, incentives, shareholding, and any other various benefits) with:

a) suppliers of the party concerned;

b) sponsors, broadcasters, and or various contracting parties,

c) organizations that have a direct association with the event as suppliers or partners or vendors or that have other contracted or business related association,

d) organizations liable to benefit from the assistance of the party concerned (in manners including subsidy, approval clause or election).

4. Officials shall not perform their duties in matters with an existing or potential conflict of interest. Should a conflict of interest, or the appearance of a conflict of interest, arise, or if there is a danger of such conflict arising, the individual concerned must refrain from taking any further part in the handling of the matter. If it is unclear whether such a conflict of interest exists in any given situation, the matter may be submitted to the Ethics Panel.

5. If an objection is made concerning an existing or potential conflict of interest of a Judge or Official, it shall be reported immediately to the Ethics Committee for appropriate measures.

6. If an Official neglects to declare a situation of a potential conflict of interest, the ICU President or one of the ICU Executive Committee members may refer the matter to the Ethics Committee.

G. INFORMATION AND RESOURCES

1. Any contribution made by sponsors, partners and other supporters of sports events must be consistent with the principles set out in this Code of Ethics. By virtue of their position, they must not be allowed to interfere with the running and the conduct of the sport of Cheer.

H. CONFIDENTIALITY

1. Officials shall not disclose improperly information entrusted to them in confidence by the ICU. The obligation to respect confidentiality survives the termination of any relationship, which makes a person subject to this Code.

V. Implementation and duty of reporting and co-operation

1. Persons bound by this Code shall immediately report any potential violation of this Code to the Ethics Committee.
2. At the request of the Ethics Committee, persons bound by this Code are obliged to contribute to clarifying the facts of the matter or clarifying possible violations or providing valued information to accomplish same objectives.
3. The ICU Ethics Committee may make recommendations to the ICU General Assembly for the modification, amendment or deletion of provisions in this Code of Ethics.

VI. The ICU Ethics Committee

1. The ICU Ethics Committee shall be composed of seven (7) members appointed by the newly elected ICU Executive Committee at its first meeting for a term of four (4) years. The ICU President shall appoint the chairperson of the ICU Ethics Committee from amongst its members.
2. A person may not serve on the ICU Ethics Committee if he or she:
 - a) is a member of the ICU Executive Committee, a member of the ICU Technical Committee, serves on any ICU Special Committee or on any other ICU Committee that is Technical in nature or serves any aspect of judging and officiating in the sport.
 - b) does not have a detailed and through understanding of the rules of Cheer and the ICU and a detailed and through understanding of the ICU doctrines, Statues, and laws of its governance.
 - c) has been convicted of crimes or other such activities of unlawful conduct,
 - d) is a member of the of the Executive Committee or Committee of a Continental Region or Confederation
 - e) has previously been reviewed or had charges against him/her that were required to be reviewed by a previous ICU Ethics Committee
3. Members of the ICU Ethics Committee may be appointed for such number of successive terms as considered appropriate by the ICU General Assembly
4. If a member of the ICU Ethics Committee should die or resign, a replacement shall be decided by the ICU Executive Committee in compliance with article VI.2 of this Code and until the next elections of the ICU Ethics Committee
5. The matters are transferred to the ICU Ethics Committee by the ICU President. In the event a matter concerns the ICU President, this matter shall be transferred to the Ethics Committee by one of the members of the ICU Executive Committee
6. At least three members of the ICU Ethics Committee (as determined by the

Chairperson), shall be appointed as required on a case by case basis, to decide on the matter(s).

7. The ICU Ethics Committee shall have the power to hear and decide any violation of this Code of Ethics, including the power to impose sanction(s) as set forth in this Code of Ethics, unless stated otherwise in this Code of Ethics.

8. The ICU Ethics Committee shall act in accordance with the principles of natural justice and shall determine its own procedures.

9. For any violations of this Code of Ethics, the ICU Ethics Committee may impose, but not be limited to, any one or more of the following sanctions:

a) a warning or reprimand;

b) a suspension for a fixed period of up to four (4) years from holding office or other position held by an Official and/or until a specified set of conditions have been met to the ICU Ethics Committee's satisfaction,

c) a return of any ICU award or form or recognition;

d) a ban for a fixed period of up to a lifetime from taking part in any Cheer related activity (this includes athletes),

e) if warranted and appropriate, a recommendation to the ICU Executive Committee of the notification of the matter to the appropriate law enforcement authorities.

10. The ICU may take no action with respect to violations of this Code unless such action is taken within 10 years of the event to which it relates. Sexual misconduct, bribery and corruption are not subject to such a statute of limitation period. The limitation period, when applicable, shall be prolonged if proceedings are opened and/or suspended.

11. Sanctions shall be in force immediately upon the decision being made unless the deciding body rules otherwise.

12. Such decisions made by the ICU Ethics Committee are subject to Due Process and the basic rules of the ICU contained within its Statutes and governance documents

13. Decisions taken by the ICU Ethics Committee are subject to appeals lodged with the Court of Arbitration for Sport (CAS) in accordance with the relevant provision of the ICU Statutes, the ICU Rules and the ICU's regulations and governance documents. The decisions of the CAS are final.

VII. Personal or Member Misconduct

Any individual or group may be evaluated and reviewed by the Ethics Committee or other assigned party for what may be considered inappropriate or damaging behavior or actions that could or may in any way, affect the image or reputation of the ICU, the sport of Cheer or any direct association with Cheer coaches, administrators, officials, judges,

athletes or other Cheer personnel, to be determined. Inappropriate or damaging behavior may include actions such as the following:

- a) Direct violation of the ICU Statutes, Technical Rules and protocols established or approved by the ICU Executive Committee or General Assembly
- b) Disparaging or damaging remarks about the ICU, its members and representatives or the sport of Cheer, in general.
- c) Misrepresentations, inaccuracies or fundamentally dishonest statements about the ICU, its members and representatives or the sport of Cheer, in general.
- d) Other actions deemed damaging or inappropriate by the ICU and / or the ICU Ethics Committee.

Such a review or evaluation may lead and determine a specific course of action that may be required, pending the interpretation of the results. Actions taken by the respective body against an individual may include, but not be limited to, the following:

- a) Letter of warning or reprimand,
- b) Prohibitions of participation in ICU events, programs, activities, meetings or other ICU programs,
- c) Restrictions as to participation in ICU associated activities and other events,
- d) Suspensions, Sanctions and Bans of the individual and / or group in question,
- e) Other, to be determined by the ICU Ethics Committee.

VIII. Effective date

This Code is in immediate effect and subject to the controls and provisions as set forth by the ICU Executive Committee and the ICU President. The Code will be sent to all the Member Federations for their review and evaluation. A formal vote will take place at the next General Assembly in April of 2014. At that time, the ICU Executive Committee anticipates a basic approval of the Code and with consideration of the newly appointed Ethics Committee then charged with a formal review and evaluation. While this process will be ongoing, the ICU Code will continue to be in effect and will remain in effect during the evaluation and modification process.

International Cheer Union
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