

CzechTourism Code of Ethics for the Provision of Media Services

1. Conflict of Interest

- a) Any conflict of interest involving employees of CzechTourism is strictly prohibited. Individuals working for CzechTourism must ensure that their personal interests do not influence the broadcasting or omission of certain messages or programmes, nor the publication of any content on websites operated by CzechTourism. Anyone who may find themselves in a situation that could give rise to doubts regarding a conflict of interest in a particular matter is obliged to report this to their immediate superior and await their decision. In the case of the Director, such matters must be reported to the authority that appointed them, and the Director shall await its recommendation. A conflict of interest arises as soon as there is any doubt as to the impartiality or bias of a person involved in preparing the content of a programme or contribution, regardless of whether the potential influence relates to the audience or to entities being reported on. Doubts as to impartiality or bias may particularly arise when an individual is or has been connected to the subject of a report through family, friendship, professional, membership, contractual or adversarial relationships, or where they have received or are receiving certain benefits or advantages from such an entity or have otherwise participated in its activities. Such a connection shall also be deemed to exist where it concerns the immediate personal circle of the person preparing the content (e.g. family members, life partner, or closest friends).
- b) Employees of CzechTourism must not accept—either retrospectively or otherwise—any gifts, other economic benefits, services, or advantages from third parties that could influence their work in favour of or against any entity if such acceptance could undermine their impartiality within the meaning of paragraph (a).
- c) The use of internal information of CzechTourism for personal economic gain is strictly prohibited.
- d) The misuse of CzechTourism's resources for personal or group interests is not permitted.
- e) Employees must proceed in accordance with paragraph (a) where a conflict of interest

arises in the context of contract conclusion or any other business decision from which they may derive personal benefit.

2. Impartiality and Independence in the Provision of Media Services

- a) Employees of CzechTourism tasked with the creation and publication of media content on websites operated by CzechTourism are guaranteed editorial independence. They are obliged to perform their duties to the best of their knowledge and belief, in accordance with established procedures, and to uphold the principles of impartiality and independence from external interests.
- b) Should this independence, as described in paragraph (a), be interfered with, the affected employee has the right to raise an objection in writing to their immediate superior. If the interference originates from the superior, that person is obliged to forward the objection to their own immediate superior. If they fail to do so, the affected employee may raise the matter directly.