

FLEET FEET CODE OF CONDUCT & SOCIAL MEDIA POLICY

The purpose of this code is to promise the best possible individual, team and store responsibility which supports the development of “Above and Beyond” character and service in the community at all times.

GENERAL CODE OF CONDUCT RULES

- All participating ambassadors and racing team members will be expected to abide by this code of conduct.
- Members will be expected to wear designated gear or FF-logoed gear during all events where they are representing Fleet Feet Fox Valley.
- Ambassador and Racing Team members are encouraged to personally thank the race organizers and volunteers at each event for their hard work and service to the community. Participants will stay at races after they are finished warming down to cheer on other finishers, socialize, and spread the Fleet Feet Fox Valley cheer.
- Members will volunteer at Fleet Feet events in congruence with the agreed-upon number of hours/events. Events that qualify include, but are not limited to, store clinics, seminars, training program workouts, expos, etc.
- Members will stay informed about the store, services, & programs being offered.
- Disrespectful, indiscreet, or destructive behavior will not be tolerated at any time while representing Fleet Feet Fox Valley.
- While representing Fleet Feet Fox Valley as a FF Ambassador or Racing Team Member, participants are not allowed to represent a competing business*.
 - *If you are sponsored by an outside vendor, that sponsorship will be reviewed on a case-by-case basis.

ADDITIONAL RACING TEAM CODE OF CONDUCT

Professional and Appropriate Representation of Fleet Feet Fox Valley and New Balance means:

- At all races, wear only New Balance team singlets and shorts, and warm-ups. In addition, wear only New Balance team gear at race functions, etc.
- You may train in any shoe. We do encourage you to take advantage of the team discount on New Balance training shoes.
- If you have any questions about gear, please contact team administration before you wear it to a race.
- Be respectful to all teammates and opponents. Acknowledge the accomplishments and efforts of others.
- Choose your words carefully! Refrain from talking negatively about other team members, other Teams or Stores at practice, in races, and on Internet chat rooms or blogs (even anonymously).
- Encourage all athletes, teammates, and opponents to excel.

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SOCIAL MEDIA POLICY

Fleet Feet understands that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries certain responsibilities. It is up to every employee to exercise sound judgment when using social media on behalf of the Store, our Brand or in their personal lives, if such use relates to Fleet Feet in any way.

The following are guidelines for social media activity by for FFRS athletes and volunteers:

- Be mindful that you are a representative of Fleet Feet and our associated brands while at races, volunteering, and posting online when wearing Fleet Feet-logoed gear.
- Be polite and respectful of others, whether in person or online, and show respect for other individuals' opinions, even when they don't align with your own.
- Your language selection reflects on Fleet Feet, even in social media. Conduct yourself with honesty, integrity, respect, and good sportsmanship.
- Never deal with a disagreement between teammates, other athletes, or Fleet Feet Employee through social media.
- Use of the Fleet Feet or FF Fox Valley social media sites is encouraged for the promotion of running, racing and an active lifestyle. Its use is for general communication and exposure of the store; store events & products; racing team; and racing team events & accomplishments.
- The Fleet Feet and Fleet Feet Fox Valley social media sites should not be used for self-promotion of personal issues or other businesses without prior consent.
- Responsible use of social media is a consideration of your acceptance as a member of Fleet Feet Racing.