EENA Code of Conduct for Members

Date: 28/07/2026 (previous version: 09/12/2025)

As members of the European Emergency Number Association (EENA), both private and public organisations play vital roles in advancing public safety and emergency response. This code of conduct outlines the ethical standards and professional behaviour expected from all members to maintain a high level of integrity, collaboration, and respect.

1. Professional Integrity

- Honesty and Transparency: All members are expected to act with honesty, fairness, and transparency in all interactions and representations within EENA and the broader emergency services community.
- Confidentiality: All members must respect confidentiality agreements, and the sensitive nature of information exchanged during EENA activities. Unauthorised disclosure of proprietary or confidential information is strictly prohibited.
- Respect for Roles and Boundaries: Members must respect the distinct roles and responsibilities of other members, whether they represent public safety organisations, NGOs, or private companies.

2. Commitment to Public Safety and Improvement

- Promotion of Best Practices: Members are expected to actively promote and share best practices, research, and innovations that contribute to the enhancement of public safety and emergency services.
- Continuous Learning: All members are encouraged to engage in continuous professional development and seek out opportunities for learning to improve their expertise within the emergency services sector.

3. Collaboration and Inclusiveness

- Collaboration: Members should be open to collaboration, sharing expertise and information to advance the common goals of public safety, as much as they can, while respecting the confidentiality or legal restrictions that may apply to certain information.
- Inclusiveness: EENA is committed to fostering an inclusive environment. Members must promote an inclusive culture that respects diversity, differing opinions, and backgrounds.

4. Ethical Use of Technology and Innovation

- Responsible Innovation: Members must prioritise ethical and responsible use of technology, ensuring that innovations respect human rights, privacy, and the safety of individuals and the public.
- Data Protection: Companies and public organisations must comply with applicable data protection laws when handling any sensitive information associated with emergency services or public safety.

5. Accountability and Responsibility

- Accountability: Members are accountable for their actions within EENA and the emergency services community. They must take responsibility for any decisions that impact the association or public safety.
- Conflict of Interest: Members must disclose any potential conflicts of interest, ensuring that their involvement in EENA activities does not serve personal interests at the expense of the association or the public good.

6. Respect for Human Rights

- Human Dignity: All members must ensure that the technologies, services, and practices they support align with human dignity, safety, and fundamental human rights.

7. Compliance with Legal and Regulatory Requirements

- Adherence to Laws: Members are expected to comply with all applicable laws, regulations, and industry standards relevant to emergency services and their own operations.

8. Ethical & Legal Declarations

- Respect for fundamental human rights, international law, and EU values
- Absence of ongoing legal disputes related to corruption, fraud, or ethical misconduct
- No international sanctions: the applicant declares that neither the company, nor any of its controlling entities, is subject to international sanctions, including sanctions adopted by the European Union or the United Nations. The applicant commits to informing EENA without undue delay should this situation change during the period of membership.
- Commitment to data protection, information confidentiality and responsible use of technologies (especially where AI or surveillance are involved)

9. Interactions Between Members

- Professionalism: All members must maintain a high standard of professionalism in their communications, whether with fellow members, potential partners, or external stakeholders.
- Respectful Interactions: Communication should be respectful, relevant, and focused on the advancement of public safety and emergency services. Members should avoid making unsolicited offers, spamming, or overwhelming others with frequent and unnecessary messages.
- Only EENA staff and Board Members are authorised to contact politicians on behalf of the association to represent EENA's official position. Members are not allowed to engage in direct lobbying or political communication without the express permission of EENA staff.
- Members are encouraged to network and collaborate with one another, including public safety organisations and industry professionals, to advance common goals related to public safety. However:

  - Unsolicited Marketing: Spamming or mass-marketing efforts are not permitted. Members should only share relevant information or offers, ensuring that communication is beneficial and aligns with EENA's objectives.
  - Collaboration: While collaboration is encouraged, members must respect confidentiality and legal restrictions on the sharing of certain information.

- During EENA-organised events, workshops, and meetings, all members are encouraged to engage in professional networking. These platforms should be used constructively:

  - Members may use these opportunities to discuss potential partnerships or business opportunities, but they must act with good judgment, especially in consideration of the sensitive nature of emergency services.

- Any networking should be respectful of the professional obligations and limitations of public safety professionals.

10. Respectful Communication and Competition

- Professionalism in Presentations and Communication: Members must maintain professionalism in their communications and presentations. While legitimate concerns related to public safety or ethics (e.g., security risks, human rights violations) may be discussed, any claims must be based on verifiable facts and delivered in a constructive manner.
- Fair Competition: Members should promote their own technologies and services positively, without making unfounded or disparaging remarks about competitors. However, factual concerns related to security, ethics, or the impact of a competitor's technology are permissible, provided they are supported by evidence and presented responsibly.

11. Use of the EENA Logo

- The EENA logo may only be used by current members, partners, and affiliates with explicit permission from EENA.
- The logo should be used in a manner that reflects the values, integrity, and professional image of EENA. It must not be used in any context that could damage EENA's reputation or be misleading.
- To use the EENA logo, members must submit a formal request, providing details about the intended use, medium (digital or print), and the specific materials where the logo will appear.
- The logo must be displayed in its official form, without distortion or alteration of its proportions, colours, or design elements.
- The EENA logo should not be used to imply endorsement or partnership in any commercial or political activities without explicit consent.
- The logo may not be incorporated into personal branding or used in ways that suggest ownership or exclusive association with a specific member or company.
- EENA reserves the right to review and approve all instances of logo use and may withdraw permission at any time if the logo is used improperly or in violation of these guidelines.

12. Use of EENA Documents and Materials

- EENA documents, guidelines, reports, and other materials provided to members are intended for professional use to advance public safety and emergency services. These materials must not be used for commercial purposes or personal gain without explicit permission from EENA.
- Members are prohibited from reproducing, distributing, or selling EENA documents or any part of them for commercial goals or advertising purposes.
- Any use of EENA materials must align with the association's mission and should reflect the commitment to improving public safety and emergency services, rather than for profit or competitive advantage.

13. Termination of Membership

- The termination of membership is based on EENA's Policy on Membership Acceptance and Termination, available on EENA's website.

14. Sanctions and Enforcement

- Compliance Monitoring: EENA reserves the right to monitor compliance with this Code of Conduct and investigate any violations.
- Disciplinary Measures: Members found in violation of this code may face disciplinary measures, which could include warnings, sanctions, or expulsion from EENA membership, depending on the severity of the breach.