



Business concept

hoej.dk A/S was founded in 2005 with a wish to make the communication of death announcements easier and make them accessible in print and online for the bereaved friends, family and acquaintances - locally as well as globally. The end of life should be communicated in accordance with the time we have lived in and the traces we have left behind. These traces are important to the relatives and can be secured and shared as a part of the mourning process and the life that must go on.

The announcement of death must always be handled ethically correct at the highest professional level possible. At hoej.dk, we meet customers and partners all hours of the day, the year round, in order to deliver the best service regarding the creation, proofreading and delivery of advertisements and obituaries for newspapers, online newspapers and for online distribution at afdøde.dk.

Vision and strategy

hoej.dk wishes to be known for its co-production and innovation. In order to cooperate and adjust services and the level of quality immediately and in accordance with the needs and wishes of the costumers, the costumers and partners of hoej.dk are involved in the development company. Besides from being in contact with the costumers personally, information is gathered based on costumer visits, workshops and advisory boards. This information is used to map the needs and wishes of the costumers. Strategically, focus is on the potentials of all parts of hoej.dk.

We look on the ad generator that supports afdøde.dk as a foundation, which can be used as a starting point for the development of new products, markets and customers. hoej.dk has an open mind towards new technological opportunities in relation to the communication of death in accordance with the culture, traditions and values related to the deceased. This means that the concept behind hoej.dk can be extended to countries outside of Denmark.

The individual 'do-it-yourself'-announcement of advertisements directly to newspapers and websites is another business opportunity, which is currently being developed under the name 'adwonce'. See www.adwonce.com

The virtual memorial universe mindet.dk, which marks an opportunity for a personal and individual way of relating to and marking death and subsequently of expressing grief and maintaining the memories of a deceased, will be a focus point for hoej.dk in the future. The development of mindet.dk will happen in cooperation with experts and bereaved families. See www.mindet.dk

Framework for the code of ethics

As a media company, hoej.dk promotes a web-based graphical ad generator, through which individuals, companies and organisations can develop and publish advertisements as printable material including ready-to-print obituaries for newspapers and websites. As a company that works with the pre- and post-periods of death - the announcement and communication of the death message, as well as the process of grief - we aim to be characterized by a high ethical standard.

The values and business concept of hoej.dk have been developed over the 10 years the company has been working in the business. hoej.dk is a member of the trade organization *Danske Medier* and *The World Association of Newspapers and News Publishers*, and we follow the regulations and ethical guidelines developed by these organizations and *Pressenævnet*. Furthermore, following code of ethics is based upon their regulations and guidelines.

We have defined the business concept and values of hoej.dk as:*Co-creation, accessible services, reliability and professionalism*

These values must be reflected in the daily work and function as guidelines for the employees in difficult situations, where the values of the company are challenged. The code of ethics uses the everyday ethical practice of hoej.dk as a starting point. This practice has been developed over many years and has made situations, where the employee has faced a dilemma or difficult choice, clear. In these situations, ethics become very clear, because habits are broken and values are challenged. hoej.dk believes that ethical behaviour is based on people and the situation, they are in. Ethical behaviour is dealing with the ability to reach beyond yourself in a trusting and fundamental consideration for others. With the code of ethics, we wish to indicate, how we want to act as a company. Thus, the code of ethics is intended to help create and conduct corporate identity and culture, which are used in practice.

Thanatology and technoethics

The ethical code is inspired by the research areas *technoethics* and *thanatology*. Technoethics is an interdisciplinary research field concerned with the moral and ethical aspects of society's use of technology. Technoethics draws on theories and methods from several different fields of knowledge to provide diverse insights into the ethical dimensions of practice in a technological society. Technoethics sees technology and ethics as connected areas and focuses on the ethical use of technology, the protection against misuse of technology and the development of common principles for new progress in technological development for the benefit of society. Thanatology is an interdisciplinary research field concerned with death. Thanatology is concerned with the medical aspects as well as the broader psychological and social aspects of death, including palliative care, the announcement of death and the process of grief.

Code of ethics for hoej.dk A/S

- Ethics must be reflected in what we do and what we are.
- We focus on, work with, develop and include ethics in our daily practice.
- Ethical behaviour is a result of our culture in a specific situation.
- The harmonization of norms and values is a key part of how we deal with ethical situations. We must talk about ethics and reflect on ethical values and dilemmas. We need to share experiences and examples of situations, which can clarify what is good or bad, right or wrong. This will enable us to continually develop our ability to deal with difficult ethical situations.

The code of ethics must be implemented as follows:

Customers: Our customers can expect us to act within the law and spirit of global, national and regional codes, as well as within generally accepted ethical standards for data processing and guidelines for media use, including social media.

Counselling standards: We recognize our customers' right to impartial advice and service at the highest professional level.

Privacy: We are committed to treat our customers' information confidentially, irrespective of whether they are covered by a confidentiality agreement or not.

Transparency: We are making our terms and conditions as transparent as possible, and we are working in the spirit in which each business deal was concluded.

Conflicts of interest: We accept our obligation to inform all the parties of potential conflicts. In cases, where we have agreed on precautions against such conflicts, we will work loyally within these.

The products: We create our products in accordance with the social, ethical, technological and economical principles of sustainable development and production.



Employees and colleagues: In order to create an inspiring and diverse work environment, the employees at hoej.dk represent many different educational backgrounds. In that way, the employees are able to create a learning, inspiring and diverse work environment. Our employees are our main asset, and we will strive to provide them with working conditions, training and remuneration consistent with their value to our company. We recognize our obligation to ensure that our employees are fully protected under local and international employment and workplace legislations.

Cooperation and networking: hoej.dk is an agile, network-based organization. We work together with a wide network from different disciplines and fields, which contributes to the qualification of the process of development. hoej.dk has assigned a number of consultancies that contribute to the development of products and services with their specialized knowledge. hoej.dk also collaborates with educational institutions' and universities' students, researchers and teachers to get professional advice and necessary interference in the process of development and innovation. Furthermore, hoej.dk cooperates with 'Specialisterne' through the acquisition of consultancy services and by operating as a place for internships.

Our competitors: We compete with other companies in a fair and honest manner and treat our competitors and their work with professional respect.

Our investors: Our investors have the right to receive correct information within generally accepted accounting principles. The investors are given any assistance needed to understand and evaluate the circumstances, which have led to an investment decision.

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