

AFSSA™

Annual Floor Safety Standard Assurance

CODE OF CONDUCT

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1. Purpose

This Code of Conduct sets out the standards of professional behaviour expected of all individuals who carry out assessment, reporting or client-facing work under the AFSSA framework.

AFSSA is an independent flooring assessment and assurance framework. The trust that clients, organisations and the wider industry place in AFSSA depends on the conduct, integrity and professionalism of everyone who represents it.

This Code of Conduct applies to Sonny Webb as Founder and Lead Assessor, and to any future assessors, associates or representatives working under the AFSSA framework.

2. Scope

This Code of Conduct applies to:

- All individuals carrying out assessments under the AFSSA framework
- All individuals producing reports, certificates or documentation on behalf of AFSSA
- All client-facing communication and conduct, whether on-site, in writing or by telephone
- All conduct that could reasonably affect the reputation, integrity or independence of AFSSA

3. Core Principles

All individuals representing AFSSA must uphold the following core principles at all times:

3.1 Professionalism

AFSSA representatives must conduct themselves professionally in all circumstances. This includes:

- Arriving at client premises punctually and prepared
- Presenting themselves appropriately and in a manner consistent with the professional nature of AFSSA
- Communicating clearly, respectfully and professionally with clients, site staff and any other parties encountered during assessment work
- Behaving courteously and without causing unnecessary disruption to client operations
- Representing AFSSA accurately and not making claims about the framework, its authority or its outputs that are untrue or misleading

3.2 Independence

AFSSA must remain genuinely independent. Every assessment must be free from external influence, commercial pressure or personal bias. AFSSA representatives must:

- Carry out assessments based solely on what is observed at the time of visit
- Not allow client relationships, prior expectations or commercial considerations to influence findings
- Not recommend unnecessary replacement, repair or product purchase for reasons other than genuine condition and risk
- Maintain clear separation between AFSSA assessment activity and any associated flooring contractor or repair work
- Not accept gifts, incentives or payments beyond agreed fees that could reasonably influence or appear to influence assessment findings

3.3 Impartiality

Assessment findings must reflect conditions as observed, without favour to any party. AFSSA representatives must:

- Record findings accurately and objectively, including findings that may be unwelcome to the client
- Not omit significant observations because they may be commercially or operationally inconvenient
- Apply consistent assessment standards regardless of the client, sector or site
- Not allow personal relationships with clients or site staff to affect the objectivity of findings

3.4 Honest Reporting

AFSSA reports, certificates and documents must accurately reflect assessment findings. AFSSA representatives must:

- Report what is observed, not what the client expects or hopes to see
- Use clear, accurate and proportionate language in all documentation
- Not exaggerate or minimise findings for commercial, relational or other reasons
- Not issue certificates or documents that misrepresent the findings of an assessment
- Clearly communicate the limitations of the assessment within all reports and certificates

3.5 Confidentiality

AFSSA representatives have access to client premises, operational information and sensitive data. All such information must be treated with appropriate confidentiality. AFSSA representatives must:

- Not disclose client information, assessment findings or site details to any third party without the client's consent, except where required by law
- Not use client information for any purpose other than delivering the agreed AFSSA service
- Handle all client data in accordance with the AFSSA Data Protection and GDPR Policy
- Ensure that assessment records, photographs and documents are stored and transmitted securely

3.6 Conflict of Interest

AFSSA representatives must avoid actual or perceived conflicts of interest. Prior to accepting any assessment instruction, representatives must:

- Consider whether any personal, commercial or professional relationship could reasonably affect or appear to affect the independence of the assessment
- Declare any potential conflict of interest to AFSSA before the assessment proceeds
- Not carry out an assessment where a genuine conflict of interest exists that cannot be appropriately managed

AFSSA maintains a separate Conflict of Interest Policy which should be read alongside this Code of Conduct.

3.7 Client Respect

AFSSA representatives must treat all clients, site users and members of the public encountered during assessment work with dignity and respect. This includes:

- Respecting the operational environment of the client and minimising disruption where possible
- Being sensitive to the nature of the premises being assessed, including healthcare settings, supported housing, educational environments and other sensitive locations
- Not making inappropriate comments or observations about clients, their premises or their staff
- Raising any concerns about site conditions or conduct through appropriate channels rather than directly challenging clients on-site

3.8 Safeguarding Awareness

When working in environments where vulnerable adults, children or other protected groups may be present, AFSSA representatives must:

- Be aware of and comply with the AFSSA Safeguarding Policy
- Conduct themselves with appropriate sensitivity and awareness at all times
- Report any safeguarding concerns through the appropriate channels without delay

3.9 Health, Safety and Lone Working

AFSSA representatives are responsible for their own health and safety during assessment work. Representatives must:

- Follow the AFSSA Health & Safety Policy and Lone Working Policy at all times
- Not put themselves or others at unnecessary risk during assessment activity

- Report any health and safety concerns or incidents promptly

4. Standards in Documentation and Communication

All written communication, reports and documents produced under the AFSSA framework must:

- Be accurate, clear and professionally presented
- Use appropriate language suitable for the client and sector
- Not contain statements that overclaim AFSSA's authority, statutory status or legal standing
- Reflect the findings of the assessment accurately and without bias
- Be consistent with the AFSSA framework, templates and document control requirements

5. Social Media and Public Statements

AFSSA representatives must exercise care and good judgement in any public statements or social media activity that relates to AFSSA, its clients or its assessment work. Representatives must:

- Not share confidential client information, assessment findings or site photographs publicly without express client consent
- Not make statements about AFSSA's authority, status or capabilities that are inaccurate or misleading
- Not make statements that could bring AFSSA into disrepute or undermine confidence in the independence of the framework
- Represent AFSSA accurately and professionally in all public-facing communication

6. Breaches of This Code

Any breach of this Code of Conduct will be taken seriously. Depending on the nature and severity of the breach, the response may include:

- A formal discussion and review of conduct
- Retraining or additional guidance
- Suspension from assessment activity pending investigation
- Termination of the individual's association with AFSSA
- Referral to relevant authorities where required by law

Clients or third parties who have concerns about the conduct of an AFSSA representative should refer to the AFSSA Complaints Procedure.

7. Related Documents

This Code of Conduct should be read alongside the following AFSSA policies:

- Quality Assurance Policy
- Assessor Standards Policy
- Conflict of Interest Policy
- Confidentiality Policy
- Safeguarding Policy

- Lone Working Policy
- Health & Safety Policy
- Data Protection / GDPR Policy
- Complaints Procedure

8. Document Control

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