



**Policy on confidentiality,
IP and potential conflicts of interest**

CPD-POL-001 v2.0

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Introduction

Coalesce will ensure that appropriate contracts are in place with clients and associates to protect mutual confidentiality, ownership of IP and to avoid potential conflicts of interest. Regardless of our contractual commitments, it's not in our interests to be indiscreet with client information. The directors of Coalesce will ensure that its employees and associates understand and comply with our policies and act in the best interests of our business and our clients' businesses.

Confidentiality

All the directors of Coalesce understand the importance of confidentiality and have considerable experience of working with confidential information. We will respect the confidential nature of our clients' businesses and we will insist on our clients, employees and associates respecting our confidential information. Coalesce's directors and its legal advisers will thoroughly review any non-disclosure agreements prior to signing and will ensure that they are strictly adhered to. Where a project requires only a sub-set of Coalesce employees or associates, the confidential material relating to this project will be stored in an appropriately secure manner with access only granted to relevant personnel.

Intellectual Property

The nature of Coalesce's business activities is such that, from time to time, an employee or associate of the company will contribute to an invention, a design, or a process which may lead to a patent disclosure, design registration or other intellectual property claim. The default position (as specified in relevant contracts) is that any IP generated by employees, associates or agents of Coalesce will be automatically assigned to the company and thereafter to any third party as decreed by contracts entered into by the company e.g. a client contract. Coalesce will not, in the normal course of events, deal with patent applications on behalf of clients. The preferred approach is that clients pursue their own patent applications etc. with support from Coalesce (at the expense of the client) and for Coalesce employees or associates to assign their rights to the client for a nominal fee.

Conflicts of interest

By default, Coalesce will not work where there is a potential conflict of interest between competing clients. This will be achieved by maintaining a diverse portfolio of clients across the widest possible spectrum of sectors. In the unlikely scenario that Coalesce is approached to work on something where there is a potential conflict of interest, the directors will, through a process of open consultation with each party, decide whether it is appropriate and pragmatic for the company to take on the new project. However, Coalesce will not jeopardise existing relationships in order to win new business.

Help us to help you

Our serious commitment to the above could limit our ability to demonstrate our track record and capability. Therefore, we will request that clients help us by providing written feedback, which, as well as helping us to provide a better service, may also be used, subject to consent, in promotional material in order to market ourselves effectively.

We hope that these policies will give our clients confidence that integrity is at the heart of our business model.