^Kunke Consulting

Ethical Conduct Guide

Mission, Vision and Values

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Mission

^Kunke Consulting exists to help organizations achieve ambitious goals through the responsible use of AI technology.

Vision

We work towards a future in which organizations of every size use new technology wisely, ethically, and effectively. We choose our clients and projects with care, guided by the positive impact they create.

Values

Responsibility. We propose only solutions we genuinely believe are practical, responsible, and sustainable.

Professionalism. We deliver high-quality services and products, and we take full responsibility for our work.

Selectiveness. Without elitism, we reserve the right to decline or end a collaboration in order to shape our impact consciously.

Respect. We treat clients, collaborators, and competitors fairly and with dignity, regardless of circumstances.

Long-term value creation. We prioritize durable, sustainable value over short-term gains, for our clients and for the wider community.

Independence. We recommend tools and services on their merit alone and accept no payment from vendors for doing so.

Purpose of This Guide

This Ethical Conduct Guide sets out the standards and principles that govern how ^Kunke Consulting works with clients, subcontractors, collaborators, and external partners. It reflects our commitment to integrity, transparency, and responsible business practice.

Who This Guide Is For

We share this guide with our collaborators and subcontractors, with clients and prospective clients who want to understand how we work, and with partners in our own industry. It also serves as a reference for ourselves: a reminder of the standards we hold and the reasons we hold them.

Fair Compensation (No Unpaid Work)

Professional work deserves payment. We do not ask anyone to work for us without it, whether they are a subcontractor, an experienced collaborator, or someone early in their career.

We do take on reduced-fee and pro-bono work for NGOs, schools, and local community initiatives, usually around digital literacy and public education on technology. The condition is always the same: it is agreed openly in advance, it is genuinely voluntary, and it never takes the place of work someone should have been paid for.

Work We Decline

Our Selectiveness value means we choose engagements consciously. Two things guide that choice.

We do not take on work that, in our judgment, is intended to mislead, exploit, or harm people. This includes deceptive marketing or sales systems, manipulative design, disinformation and propaganda, and any use of AI meant to conceal, impersonate, or coerce. This applies to every client, in any sector, and it is not negotiable.

Beyond that, some categories call for a closer look before we agree: alcohol, tobacco and nicotine, gambling and betting, high-cost consumer credit, partisan political campaigning, defence, and organizations facing credible allegations of serious labour or environmental misconduct. We do not rule these out as a class. We ask what the specific work is, who it affects, and whether we would be comfortable describing it publicly. General AI literacy for a company’s own employees is a different question from building a system that makes a product more persuasive to vulnerable customers, and we treat it differently.

We make these calls case by case, and we are willing to explain our reasoning to anyone who asks.

If ethical concerns arise during an ongoing engagement, we will raise them promptly and work toward a transition or exit that minimizes disruption while maintaining professional responsibility.

How We Sell

Our long-term success depends on selling our services only to organizations that will genuinely benefit from them. We measure success by whether the work we take on creates real value for the client and a lasting reputation for us.

This shapes how we approach sales:

Fit before volume. We do not push services toward organizations unlikely to benefit. Declining or not pursuing a poor-fit prospect is a sound outcome, not a lost sale.

Who we serve. Currently our focus is Polish small and medium-sized enterprises, both production and service businesses, primarily in Wielkopolska. We hold an ambition to offer our services internationally when the time is right.

Honesty about scope. Our core is practical AI training and advisory work. We also take on custom solutions and, with partner specialists, the legal side of AI adoption, and in those cases we say clearly who is doing what. What we never do is imply a capability we do not have in order to win an engagement. If a prospect needs something we cannot do well, we say so and refer them onward where we can.

Transparency and Communication

We believe in clear, honest, and respectful communication.

- We decline projects respectfully and without judgment.
- We explain expectations, boundaries, and requirements early in our discussions.
- We are transparent about the scope of our services, their limitations, pricing, timelines, and delivery conditions.

Professional Conduct Expectations

All collaborators, contractors, and partners working with ^Kunke Consulting are expected to:

- act with professionalism, fairness, and respect toward clients and colleagues;
- protect confidential information and comply with all relevant laws;
- avoid conflicts of interest and disclose them immediately if they arise;
- provide honest, accurate, and transparent information in all communications;
- refrain from discriminatory, abusive, harassing, or unethical behaviour;
- maintain a high standard of integrity in all project-related work;
- treat participation in team events and social gatherings as voluntary, including events involving alcohol;
- decline and report any gift or benefit that could influence professional judgment or exceeds a reasonable symbolic value. If in doubt, ask.

Responsibility in AI and Data Work

As a provider of AI-focused training and consulting services, ^Kunke Consulting commits to:

- promoting the responsible and practical use of AI tools;
- avoiding the creation or support of harmful, misleading, or unethical AI systems;
- following all relevant regulation.

Honesty About AI in Our Work

AI tools are part of how we deliver value. We use them openly and professionally, and we are honest about how:

- We do not misrepresent what AI can and cannot do, and we are clear about its limitations, including the risk of errors that require human review.
- We do not present AI-generated work as something it is not, and we apply meaningful human judgment and quality control to what we deliver.
- We are glad to explain our methods and the role of AI in a given piece of work when a client asks.

Working with Competitors and Conflicts of Interest

^Kunke Consulting may work with organizations operating in the same industry. We always maintain strict confidentiality, and client information is never shared across engagements.

Where working in a client's competitive space could reasonably create the appearance of a conflict, we disclose this to the client so they can make an informed decision.

We do not sign broad non-compete agreements that would restrict our ability to work with other clients. Where limitations are genuinely needed, they must be reasonable, specific, time-bound, and compliant with applicable law.

Independence in Recommendations

Clients come to us for an honest view of which AI tools and services fit their needs. To protect that independence, ^Kunke Consulting does not take part in affiliate, referral or reseller programmes, and does not accept commissions, referral fees, credits, points or any other benefit from vendors in exchange for recommending their products or services.

Our recommendations are based only on what we believe is right for the client. If we have any relationship with a vendor that a client could reasonably consider relevant, we disclose it before making a recommendation.

Recommending the specialists we work with on a continuing basis is a different matter. Although they are not our employees, they are a stable part of how we deliver our work. We know their expertise, standards and way of working first hand, and connecting clients with the right people is part of the value we offer. We recommend them because we trust their work, and where a commercial arrangement exists between us, we are open about it with the client.

Environmental and Social Considerations

Wherever feasible, ^Kunke Consulting aims to choose solutions that support sustainability, efficiency, and long-term societal benefit. We encourage our partners and subcontractors to follow similar principles where reasonable.

Acknowledgement and Commitment

Reading and acknowledging this guide is part of onboarding for everyone who joins the ^Kunke Consulting team, and is completed within the first week of working with us.

We also ask selected partners to read it, in the hope that it helps them understand how we work and supports a good collaboration.

Acknowledgement can be given in whatever form is practical.

Right to Decline or Terminate a Collaboration

^Kunke Consulting reserves the right to decline or discontinue cooperation with any client, project, or partner that acts inconsistently with this guide or with our ethical standards and legal obligations. Termination will follow reasonable notice unless immediate action is required.

Review and Updates

We review this guide at least once a year, and sooner when our work or the wider environment calls for it.

Contact

Questions or requests for clarification about this guide may be sent to info@kunkeconsulting.pl.

Legal Disclaimer

This Ethical Conduct Guide is a statement of values and expected behaviour. It is not a legally binding contract. The specific rights and obligations between ^Kunke Consulting and its clients or collaborators are governed by individual cooperation agreements and by applicable law.