

Professional principles of the Bundesverband of German Management Consultancies BDU e. V.



Preamble

The Bundesverband Deutscher Unternehmensberatungen BDU e.V. (Federal Association of German Management Consultancies) sees the service of management consultancy as an important component of a social market economy based on the division of labor. Since its foundation in 1954, the BDU has been committed to continuously improving the quality and transparency of the management consulting market and to anchoring high-quality professional standards.

§ 1 Scope of application

These professional principles shall apply to all management and consultants, management and personnel consultants and management and personnel consulting companies in the Federal Association of German Management Consultants BDU e.V. (in the following referred to as "consultants"). They are a code of conduct within the meaning of Directive 2006/123/EC of the European Parliament and of the Council of 12 December 2006 on services in the internal market.

§ 2 Exercise of the profession

The consultant shall exercise his profession independently, on his own responsibility, conscientiously and with due diligence. He shall only accept assignments if he has the necessary competence and the time required to process them.

Orders that require illegal or unfair actions will be rejected or not carried out.

The consultant shall inform the client about all essential processes and measures for the cooperation. This duty to inform also applies to cooperations, working groups and other forms of professional cooperation with other BDU consultants.

§ 3 Confidentiality

The Consultant shall be obliged to maintain confidentiality regarding internal business matters of the Client. This obligation does not extend to facts which are obvious or generally known or which, in view of their importance, do not require secrecy. It shall also not apply insofar as they are disclosed in proceedings or for the enforcement or defense of claims arising from the contractual relationship.

Employees and other third parties involved in an activity are bound to secrecy.

Business and trade secrets of the client must not be used without authorization.

The provisions of the data protection laws of the Union, the Federal Government and the Federal States shall be complied with. The Consultant shall ensure that unauthorized persons do not gain access to the information and after termination of the contract, unauthorized persons may not get internal documents and confidential consulting results of the client before, during and after the end of the assignment.

§ 4 Conflict of interest

The consultant shall provide the advice in an unbiased and objectively; this excludes favorable opinions. He shall not accept any financial or material benefits - such as commissions - from third parties that jeopardize his independence and are not known to the client.

The consultant may not act if he advises one or more other clients in the same matter in a conflicting interest. Exceptions apply if the client agrees to this.

No employees of the client shall be enticed away.

§ 5 Third-party assets

Entrusted third-party assets are treated with special care.

§ 6 Advertising

Advertising must not be unfair and must not be misleading. References by name are only permissible if the client has expressly consented to this.

§ 7 Fee

Management consultants charge fees that are in reasonable proportion to the performance or result and which have been agreed upon with the client prior to the start of the consulting work.

§ 8 Continuing education

The consultant shall undergo further professional training to the extent necessary to maintain and develop the competences required for and to further develop them.

§ 9 Information according to § 2 DL-InfoV

These professional principles are available at www.bdu.de/Berufsgrundsaeetze.html. Complaints can be sent to the following addresses can be directed to the following addresses: Federal Association of German Management Consultancies BDU e.V., Joseph-Schumpeter-Allee 29, 53227 Bonn oder info@bdu.de.

