

Working responsibly, every day



Code of Conduct

Our Code of Conduct outlines the principles that guide how we work together and take responsibility for the trust placed in us.

Why this Code of Conduct exists

At Sound of Data, we focus on creating meaningful connections between businesses and their customers. This requires more than reliable technology alone. It also requires clear choices, responsible behaviour, and a shared understanding of how we work together.

This Code of Conduct explains the principles that guide our actions and decisions. It brings together the values and standards that apply across our organization, from how we use technology and handle information to how we treat people and work with partners. The purpose of this document is to provide clarity and consistency in the way we operate.

Rather than being a detailed rulebook, this Code of Conduct serves as a practical reference for responsible behaviour. It helps ensure that we act with integrity, transparency, and respect in our daily work, and that we meet the expectations of our customers, partners, and colleagues.

Who this code applies to

This Code of Conduct applies to everyone working for or on behalf of Sound of Data. This includes employees, contractors, and other parties acting in the name of the organization. We also expect our partners and suppliers to respect these principles when working with us.

By following this Code of Conduct, we contribute to a safe, reliable, and respectful working environment and help maintain the trust that others place in Sound of Data.

How this document relates to our policies

Sound of Data operates under an Integrated Management System that covers areas such as security, privacy, quality, ethical conduct, sustainability, and responsible use of technology. These topics are further described in dedicated policies and guidelines.

This Code of Conduct does not replace those policies. Instead, it provides an accessible overview of how these principles come together in practice and how they guide our behaviour as an organization. Where more detailed guidance is required, the relevant policies and procedures apply.

How we run our business

At Sound of Data, how we work is just as important as what we deliver. Our way of working is built on trust, responsibility, and professionalism towards our customers, partners, and each other. We operate in an environment where technology, communication, and people come together, and we recognize that this brings both opportunities and responsibilities.

We conduct our business with integrity and fairness. This means that we act honestly, keep our commitments, and take responsibility for the impact of our actions. We follow applicable laws and regulations, respect contractual obligations, and expect everyone acting on behalf of Sound of Data to behave in a manner that protects our customers, colleagues, and the reputation of the organization.

Trust plays a central role in everything we do. Our customers rely on us to deliver stable, secure, and reliable services and to handle their communications and data with care. We take this responsibility seriously and work consistently to meet expectations through clear processes, reliable technology, and professional conduct.

Sound of Data is a collaborative organization. We believe that strong results are achieved through teamwork, shared ownership, and open communication. Everyone is expected to contribute to a positive and respectful working environment, to take responsibility for their role, and to speak up when something does not feel right or can be improved. Respect for different perspectives, backgrounds, and expertise is essential to how we work together and how we continue to grow.

Our responsibility extends beyond our own organization. We expect our partners and suppliers to act in line with the same principles of integrity, responsibility, and respect. When working with others, we aim to build transparent and sustainable relationships that support ethical behaviour, lawful conduct, and long-term value.

How we manage trust and responsibility

Sound of Data operates in an environment where trust, reliability, and responsibility are essential. To support this, we manage key topics such as security, privacy, quality, ethical conduct, sustainability, and responsible use of technology in a structured and coherent way.

Rather than addressing these topics separately, Sound of Data works with an Integrated Management System. This system brings together the policies, processes, and controls that guide how we design, deliver, and support our services. It helps ensure that responsibilities are clear, risks are managed consistently, and expectations are aligned across the organization.

The Integrated Management System applies to the entire organization and supports a uniform way of working. It provides a framework for making informed decisions, complying with applicable laws and regulations, and maintaining reliable and secure operations. By using a single integrated approach, we reduce complexity and strengthen consistency in how we work.

Our Integrated Management System is not static. It is reviewed and maintained to ensure it remains effective and relevant as technologies, regulations, and business needs evolve. This helps Sound of Data stay dependable, resilient, and prepared for change.

Everyone at Sound of Data plays a role in this integrated way of working. By following established processes, applying policies consistently, and taking responsibility for our actions, we contribute to a working environment where trust and accountability are embedded in daily practice.

Security, privacy and responsible technology

Sound of Data provides services that play a critical role in customer interactions and communication flows. This makes security, privacy, and responsible use of technology essential to how we operate and how we earn trust.

We take information security seriously and apply appropriate measures to protect systems, data, and services against unauthorized access, misuse, loss, or disruption. Safeguarding the confidentiality, integrity, and availability of information supports the reliability and continuity of our services and helps protect the interests of our customers and partners.

Respect for privacy is an integral part of this approach. We handle personal data with care and process it only for legitimate purposes and in accordance with applicable privacy and data protection laws. Protecting the rights of data subjects and ensuring transparency in how data is used are fundamental to maintaining trust.

Technology continues to evolve, and Sound of Data actively uses innovation to improve services and operations. When applying advanced technologies such as Artificial Intelligence, we do so in a responsible manner. We ensure that these technologies are used with appropriate oversight, aligned with legal and ethical requirements, and in a way that supports transparency, fairness, and accountability.

Security, privacy, and responsible use of technology are not isolated responsibilities. They are embedded in daily operations and decision-making across the organization. Everyone at Sound of Data is expected to follow established policies and guidelines and to act responsibly when handling information and technology.

Quality and reliability

Quality and reliability are essential to delivering services that customers can depend on. At Sound of Data, quality is not limited to the outcome of our work, but is embedded in how we design, deliver, and support our services.

We aim to consistently meet agreed requirements and expectations by working with clear processes, reliable technology, and well-defined responsibilities. This helps ensure continuity of service, reduces the risk of errors, and supports stable and predictable customer interactions.

Reliability also depends on how we manage change and improvement. We monitor performance, review outcomes, and learn from experience to improve the way we work. Continuous improvement is part of our daily practice and helps us adapt to evolving customer needs, technological developments, and regulatory requirements.

Everyone at Sound of Data contributes to quality through their role and responsibilities. By following established processes, communicating clearly, and taking ownership of our work, we help deliver services that perform as intended and create value for customers and partners.

Ethics and responsible business conduct

Sound of Data is committed to conducting business with integrity, fairness, and responsibility. Ethical behaviour is essential to maintaining trust with customers, partners, regulators, and colleagues, and it guides how we make decisions in our daily work.

We comply with applicable laws and regulations and do not tolerate bribery, corruption, fraud, or other forms of unethical or unlawful behaviour. Everyone acting on behalf of Sound of Data is expected to act honestly, avoid conflicts of interest, and make decisions in the best interest of the organization and its stakeholders.

Responsible business conduct also means preventing misuse of our services. We take measures to ensure that our voice and communication services are used lawfully and responsibly, and we cooperate with relevant authorities and partners where required. This helps protect customers, end users, and the integrity of the communications ecosystem.

We encourage open communication and accountability. Employees and other stakeholders are expected to speak up when they have concerns about unethical behaviour, misconduct, or potential violations of laws or policies. Raising concerns in good faith is an important part of maintaining a responsible and transparent working environment.

Ethical conduct does not stop at our own organization. We expect our suppliers and business partners to act in accordance with applicable laws and ethical standards and to support responsible and lawful business practices when working with Sound of Data.

Respect for people

Respect for people is fundamental to how Sound of Data operates as an employer, service provider, and business partner. We believe that everyone should be treated with dignity, fairness, and respect, regardless of role, background, or circumstance.

We are committed to respecting internationally recognized human rights and applicable labour laws. This commitment applies to our own operations and to the way we work with customers, suppliers, and business partners. We do not tolerate discrimination, harassment, or unfair treatment in any form.

Sound of Data strives to provide a safe and inclusive working environment where individuals feel respected and supported. We value diversity of perspectives and experience and believe that an inclusive culture strengthens collaboration, innovation, and decision-making.

We do not tolerate forced labour, child labour, or any form of modern slavery. We take reasonable steps to reduce the risk of such practices within our operations and expect our partners and suppliers to act in accordance with applicable laws and ethical and labour standards.

Everyone at Sound of Data is expected to contribute to a respectful working environment. Concerns related to human rights, inclusion, or inappropriate behaviour should be raised without fear of retaliation, so that issues can be addressed in a timely and appropriate manner.

Respect for the planet

Sound of Data recognizes its responsibility to operate in a manner that is mindful of environmental impact. While our activities as a service provider do not involve direct production processes, we acknowledge that our operations, technology choices, and use of resources do have an effect on the environment.

We aim to act responsibly by considering environmental aspects in the way we operate our offices, use IT resources, and work with external service providers such as cloud and data centre partners. Where reasonably possible, we seek to reduce energy consumption, use resources efficiently, and make informed choices that support sustainability.

Environmental responsibility is integrated into our way of working rather than treated as a separate activity. This means that sustainability considerations are taken into account alongside security, quality, and reliability when making operational and strategic decisions.

Everyone at Sound of Data is encouraged to act responsibly in their daily work and to contribute to sustainable practices within the scope of their role. By remaining aware of our impact and making thoughtful choices, we support a balanced and responsible approach to doing business.

Working together responsibly

Working responsibly means understanding our role and taking ownership of our actions. At Sound of Data, everyone is expected to act professionally, cooperate openly, and contribute to a positive and respectful working environment.

We believe that clear communication and collaboration are essential to delivering reliable services and maintaining trust. Employees are encouraged to share knowledge, ask questions, and raise concerns when something is unclear or could be improved. Speaking up helps prevent issues from escalating and supports continuous improvement.

Taking responsibility also means being aware of the impact of our actions on colleagues, customers, partners, and end users. By acting thoughtfully and responsibly, we help protect the quality, security, and integrity of our services and our organization.

Keeping this code alive

This Code of Conduct is not a static document. It reflects how Sound of Data works today and how we aim to continue working in the future.

We regularly review our practices, policies, and processes to ensure they remain effective, relevant, and aligned with legal, regulatory, and business requirements. Feedback from employees, customers, and partners plays an important role in identifying opportunities for improvement.

Everyone at Sound of Data shares responsibility for applying this Code in daily work. By staying informed, following established guidelines, and raising questions or concerns when needed, we help ensure that the principles in this Code are actively reflected in how we operate.

Final words

At Sound of Data, trust is built through consistency, responsibility, and collaboration. This Code of Conduct brings together the principles that guide how we work, how we use technology, and how we interact with people and the world around us.

By acting in line with this Code, we contribute to meaningful connections, reliable services, and long-term relationships with our customers and partners. Thank you for being part of Sound of Data and for helping to uphold the standards that define who we are and how we work.

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