**Professional Business Ethics**
To maintain an efficient environment, employees are expected to act in accordance with generally accepted standards of behavior. No standard of behavior can hope to spell out the appropriate moral conduct and ethical behavior for every situation. When an employee has any doubt about the appropriateness or morality of any act, it should not be done, and the employee should seek guidance from his/her supervisor.

We expect our employees to work cooperatively and constructively together in conducting business and resolving problems that invariably arise. The Company believes that a healthy working relationship among all its employees and mutual respect for the Company’s policies and values will provide the most productive, rewarding, and satisfying work environment.

**Conflict Of Interest**
Bradford expects its employees to observe the highest standards of business ethics. In order to safeguard the activities and assets of Bradford, Company employees should not have interests in outside businesses which conflict or appear to conflict with their ability to act and make independent decisions in the best interest of the Company.

Outside businesses include any person, firm, corporation, or government agency that sells or provides a service to, purchases from, or competes with Bradford. An employee may be considered to have an interest in an outside business if the employee or any member of his/her immediate family holds any ownership in the business or its property; furnishes goods or services to the business; or is a creditor, employee, agent, officer, director, or consultant of the business.

Employees are prohibited from accepting material gifts, gratuities, or entertainment from individuals and firms with whom Bradford does business. It is also a violation to give significant gifts to individuals or firms with whom Bradford does business. Excluded from this prohibition is the exchange of normal business courtesies, such as luncheons, events, or dinners, when they are proper and consistent with regular business practice. Also excluded are advertising or promotional materials and holiday or other gifts, which are of no a material value.

All employees are expected to exercise good judgment and discretion in evaluating a particular activity so as to avoid any actual or apparent conflict of interest.
Confidential and Proprietary Information

The protection of confidential information and proprietary information belonging to both Bradford and our customers is vital to the interests and success of the Company. Confidential and proprietary information includes all information that Bradford may receive or has received from others with any understanding, express or implied, that it will not be disclosed.

“Confidential Information” refers to a piece of information, or a compilation of information, in any form (on paper, in an electronic file, or otherwise), related to the Company’s business that the Company has not made public or authorized to be made public, and that is not generally known to the public through proper means. By way of example, confidential or proprietary information includes but is not limited to, nonpublic information regarding the Company’s business methods and plans, databases, systems, technology, intellectual property, know-how, marketing plans, business development, products, services, research, development, inventions, financial statements, financial projections, financing methods, pricing strategies, customer sources, employee health/medical records, system designs, customer lists, and methods of competing. Additionally, employees who by virtue of their performance of their job responsibilities have the following information, should not disclose such information for any reason, except as required to complete job duties, without the permission of the employee at issue: social security numbers, driver’s license or resident identification numbers, financial account, credit or debit card numbers, security and access codes or passwords that would permit access to medical, financial or other legally protected information.

Confidential Information does not include information lawfully acquired by non-management employees about wages, hours, or other terms and conditions of employment if used by them for purposes protected by §7 of the National Labor Relations Act, such as joining or forming a union, engaging in collective bargaining, or engaging in other concerted activity for their mutual aid or protection. Confidential Information also does not include: conduct that was, or that an employee reasonably believes to be, illegal; conduct that is recognized as against a clear mandate of public policy; or the existence of a non-confidential settlement involving any such conduct. Nothing in this policy or the Employee Handbook prohibits an employee from communicating with any governmental authority or making a report in good faith and with a reasonable belief of any violations of law or regulation to a governmental authority, or disclosing Confidential Information which the employee acquired through lawful means in the course of employment to a governmental authority in connection with any communication or report, or from filing, testifying or participating in a legal proceeding relating to any violations, including making other disclosures protected or required by any whistleblower law or regulation to the Securities and Exchange Commission, the Department of Labor, or any other appropriate government authority.
Further, employees are hereby notified that under the 2016 Defend Trade Secrets Act (DTSA): 
(1) no individual will be held criminally or civilly liable under Federal or State trade secret law 
for the disclosure of a trade secret (as defined in the Economic Espionage Act) that: (A) is made 
in confidence to a Federal, State, or local government official, either directly or indirectly, or to 
an attorney; and made solely for the purpose of reporting or investigating a suspected violation 
of law; or, (B) is made in a complaint or other document filed in a lawsuit or other proceeding, if 
such filing is made under seal so that it is not made public; and, (2) an individual who pursues a 
lawsuit for retaliation by an employer for reporting a suspected violation of the law may disclose 
the trade secret to the attorney of the individual and use the trade secret information in the court 
or arbitration proceeding, if the individual files any document containing the trade secret under 
seal, and does not disclose the trade secret, except as permitted by order in that proceeding. 

While employed at Bradford, employees may have access to confidential information and 
proprietary information of Bradford and others. It is an absolute condition of employment that 
employees will keep all such information strictly confidential. 

The protection of confidential information and proprietary information is vital to the interest and 
success of Bradford. Employees who improperly use or disclose such information will be subject 
to disciplinary action, up to and including termination of employment and legal action, 
regardless of whether the employee actually benefits from the disclosed information. 

Employees may not discuss information regarding Bradford’s customers, procedures, operations, 
research findings, strategies, and the like, with anyone outside of Bradford without the express 
permission of a member of the executive team. If the employee cannot reach a member of the 
executive team, the employee must assume that he or she should not disclose the information. 

All confidential information and proprietary information are the property of Bradford even after 
the termination of an employee’s employment, regardless of the reason for the termination. 
Every employee has a continuing obligation to respect the confidentiality of all information that 
pertains to Bradford that the employee may have obtained during their employment. 

**Information Technology Guideline** 
All employees who use a Company provided IT device, such as a computer or a mobile phone, 
are expected to read, understand, and abide by the Company’s IT Policies. Any questions or 
concerns should be directed to the IT department or a member of the Executive Team.
Stuart Benton, President & CEO

Chris Buckley, EVP Customer Experience

Jimmy Curran, EVP Operations

Michael D’Amico, CFO