

## “EUROPEAN CITY GUIDE” CODE OF PRACTICE

The conduct of the EUROPEAN CITY GUIDE is governed by the principle that we want to be leaders in the market. In order to do this, we need to provide maximum satisfaction to our clients. This is and should be our principle aim. A Customer Services Department has been established to attend to the concerns and complaints of our clients. This Department is governed by the following rules:

1. In accordance with the legislation governing **DISTANCE SALES**, our forms incorporate a coupon for termination of the contract, which is located on the client's copy of the form. If the client returns this completed, stamped and signed coupon to us within the mentioned cooling-off period this will result in automatic cancellation.
2. If the client does not follow the above route, the following takes place. Telephone calls will be attended by the Customer Services Department in their own language, if it is English, French, German, Italian or Spanish. If the client speaks another language, he/she will be offered the possibility to be transferred to a member of the Department who speaks one of the above languages, according to the ability of the client. The aim of the conversation will be to clarify all his/her doubts, and to ask the client to put his/her concern and/or complaint in writing.
3. Our potential client base is comprised of companies, businesses, institutions and professionals. If, by mistake, an entity which does not fulfil these criteria has subscribed to one of our offers, the order contract will automatically be cancelled on the condition that this is stated in writing.
4. Each and every concern and complaint will be dealt with individually and personally, and will be replied to in writing within 55 working days.
5. In all questions regarding corrections or changes to the details provided by the client, for example, activity of the client's business, change of address, etc., special care will be taken to make sure that all communication takes place in writing, and that the changes are shown in a revised proof. We ask the client to confirm, by fax, that the changes requested to the his/her advertisement have been interpreted correctly.
6. All amendments required by clients will be accepted until the client is satisfied with the results, even once the original period for making these amendments has passed. These amendments will be carried out free of charge. The only exception will be when the editorial deadline, which the client will be made aware of, has passed.
7. If a client requests a cancellation of the contract in writing within the permitted cooling-off period, even if the cancellation request was not made entirely according to the procedure stated in point 1, automatic cancellation of the order will be effected, and this will be confirmed in writing. If a client requires the cancellation of their order after the permitted cooling off period has passed, this request must be submitted in writing, whereupon it will be considered on an individual basis. Each client will be notified of our decision in writing. All of the information presented by the client will be taken into account whilst making the decision. In the case that both parties are not able to reach an agreement, and if the client agrees, he/she would be advised to request the assistance of the Ombudsman, an independent body, whose decision regarding this matter would be binding for EUROPEAN CITY GUIDE.
8. All advertisement errors which are the responsibility of the EUROPEAN CITY GUIDE, whether they are printing errors, errors in the positioning of the advertisement, etc., would result in the client's advertisement being published in a further edition, free of charge, with the error amended. In the case that the client is not totally satisfied with the advertisement, even though it is not the fault of the EUROPEAN CITY GUIDE, the client will be offered rectification of his/her advertisement and the possibility of republishing his/her advertisement free of charge for an additional year after the expiry of the contract.
9. Unless notification to the contrary is received from the client, the client's advertisement will be republished in the following years without further modification, apart from general amendments relevant to the details of country, e.g. the dialling code. It is the responsibility of the client to inform us in writing or via e-mail, of any amendment required to the advertisement.
10. Our guide is organised according to countries, cities and professional activities. To ensure that our guide is user-friendly we seek to maintain a balance between general and specific professions. Should the client fail to specify an

activity his/her advertisement will be placed under the existing professional activity title considered most appropriate.

The personnel of the Customer Services Department are at your disposal to resolve any concern related to your contract. They are aware that they represent EUROPEAN CITY GUIDE and reflect the company's desire to provide maximum client satisfaction.