

# Zebra's Code of Conduct



Zebra's Code of Conduct is the written expression of **our Commitment to Integrity.**

- **Act with integrity.** Be honest and ethical always. Treat everyone with respect.
- **Follow our policies and the law.** Understand and uphold our Code, our policies and the laws that apply to your work.
- **Ask before you act.** Always check with your supervisor, management or the Compliance and Ethics team when something isn't clear.
- **Speak up.** If you notice or suspect misconduct, don't ignore it. Bring it to our attention. It's the best way to protect our Company, our customers and each other.

## How to Use This Interactive Code



Zebra's Code of Conduct covers a wide range of topics organized under five main subject areas.

- 1 **Living Our Code**
- 2 **Succeed as One**
- 3 **Care for Our Company**
- 4 **Make a Positive Impact**
- 5 **Think and Act Customer First**

Most topics include the following sections:

- 1 **Introduction**
- 2 **“Together, we”** statements: specific actions we can take to uphold the topic
- 3 **Make the Connection:** principles underlying the topic
- 4 **Connect With Us:** information on who to contact about the topic
- 5 **Connect to Our Policies:** direct links to applicable policies and resources
- 6 **Q&A:** examples of real-life situations

The **navigation menu** on the left-hand side of the screen is the best place to begin exploring the content of our interactive Code. You can navigate directly to the topic of your interest or scroll through the entire Code in order. Click the three horizontal bars icon located in the upper left corner if the **navigation menu** does not automatically appear.

Click on the magnifying glass icon at the very top of the navigation menu to **search** for key words within the Code.

A complete list of **Resources, Contacts and Policies** is available at the end of the Code.



## A Message From Our CEO



**“My hope is that we continue to preserve this proud legacy for generations to come.”**

- BILL BURNS; Chief Executive Officer

At Zebra Technologies, we are a community of innovators who come together to create new ways of working for organizations, their employees and those they serve. Our unwavering commitment to innovation and integrity remains steadfast as we develop dynamic solutions that anticipate our customers' and partners' needs and solve their challenges.

My hope is that we continue to preserve this proud legacy for generations to come. Our Code of Conduct shows us how to do this work responsibly. It is your guide for upholding our Values, making good decisions and putting Zebra's policies into practice.

Kindly read our Code carefully. It covers ethical situations you could face at work and points you to our policies and other resources for help. Be sure to ask questions if something in the Code is not clear or if something does not feel right. We also rely on you to [“Make the Right Call”](#) if you believe someone has violated the Code, our policies or the law — even if you are not sure that misconduct has occurred.

Above all, remember that Zebra's future depends on you!

**Bill Burns**

**Chief Executive Officer**



## Our Purpose and Values

At Zebra, we always maintain the same steadfast commitment to our Purpose and Values that assist our decisions and actions every day.

### Our Purpose

Together, we create new ways of working that  
make **everyday** life **better**.

### Our Values

#### LEAD THROUGH INNOVATION

We reimagine the future and bring a challenger mindset to push the boundaries of what's next, drawing from the different perspectives and experience of our people to continuously innovate as a market leader.

#### DELIVER EXCELLENCE WITH AGILITY

We take pride in delivering quality in everything we do, and we continuously experiment and improve with agility.

#### THINK & ACT CUSTOMER FIRST

Together with our partners, we deeply understand our customers to anticipate their needs and solve their challenges — enabling outcomes that create competitive advantage.

#### SUCCEED AS ONE

United by curiosity, care, and inclusivity, and a commitment to belonging for all, we are empowered and accountable to succeed as a team and grow as individuals.

#### MAKE A POSITIVE IMPACT

We bring integrity to each decision and commit our time, resources, and practices to positively impact those around us and our global environment.



## Our Compliance and Ethics Program



Compliance and ethics are an integral part of our culture at Zebra. Our Compliance and Ethics Program (the “Program”) promotes employee integrity and compliance with our policies and the laws that apply to our business. Zebra’s Corporate Compliance Committee is made up of Senior Company leaders that oversee the Program and coordinate with Zebra’s leadership team to ensure lawful behavior and prevent misconduct.

By harnessing the tools and resources available through our Compliance and Ethics Program, we create new ways of working that make everyday life better for organizations, their employees and those they serve.



### Connect With Us

We are here to help you. Reach out to Zebra’s Compliance and Ethics team with any comments, queries or concerns.



## Living Our Code



Our Code of Conduct is the written expression of Zebra's commitment to integrity and helps us translate our Values into everyday actions.

- 1 About the Code
- 2 Our Responsibilities
- 3 Making Good Choices
- 4 Speaking Up
- 5 No Retaliation



## About the Code



Consider our Code of Conduct (“the Code”) an extension of our Values. Our Code is not just a list of rules or good intentions: It’s a guide for turning our Values into tangible, ethical actions. The Code can assist you as you work through complex situations and help you uphold the laws and regulations that apply to us. Within the Code, you’ll find:

- Overviews of important ethical topics and tips on how to handle them
- Decision-making tools
- Examples of real-life situations you might face
- Additional policies and resources for help

### Who is the Code for?

It’s for you. If you work for Zebra or on our behalf, you are expected to uphold the letter and spirit of the Code. That includes all full-time and part-time employees and contractors in every country and in every Zebra location. The Code also applies to full and part-time vendors, suppliers and third parties working on Zebra’s behalf. Regardless of the job you hold or the work you do, your responsibility remains the same: to uphold both the letter and spirit of our Code and comply with our policies and the law.

#### Following laws and regulations

A variety of laws and regulations apply to Zebra’s business, and we’re committed to upholding them. After all, even one violation of the law can harm Zebra’s reputation. It can also lead to penalties, fines and even prison time if serious enough.

That’s why we expect you to be familiar with the laws that apply to your work. You don’t have to become a legal expert, but following Zebra’s Code and our policies is the best way to comply — so is asking questions when the right course of action isn’t clear, or you are not sure of what to do. Contact Zebra’s Compliance and Ethics team before taking any action that may violate a law or a Zebra policy.

#### Code violations

No one at Zebra is “above the law.” If we violate policies or the law, we violate this Code. And failing to report misconduct or pressuring someone to violate our Code or policies by participating in misconduct is a Code violation. We take our responsibility to uphold the Code seriously. That means we also take violations seriously. Violations can result in disciplinary action — even termination. And if an act violates the law, it could lead to prosecution, fines or prison time.

#### Code updates

When laws and regulations change, our Code must adapt, so we may make periodic updates. Keep up with any changes by referring to this digital Code often. That way, you’ll always know what’s expected of you and our Company.



## Our Responsibilities



**When it comes to upholding our Code, we all share the same responsibilities:**

### **Know the Code**

Read it carefully, along with any policies that apply to the work you do.

### **Show integrity**

You represent Zebra, so be honest and ethical in every decision and action.

### **Follow our policies and the law**

Familiarize yourself with the laws that apply to our business.

### **Get clarification**

Check with your supervisor or Zebra's Compliance and Ethics team when laws seem to conflict or something isn't clear.

### **Ask before you act**

If you're ever in doubt about what to do, ask for guidance before acting.

### **Watch for misconduct**

Stay alert for any acts that may violate our policies, our Code or the law.

### **Speak up**

If you see or suspect misconduct, don't ignore it — act immediately. Report it to a supervisor, the People team or a member of the Compliance and Ethics team, or through the [Make the Right Call](#) program.

**If you supervise others, you have further responsibilities:**

### **Model integrity**

Your team looks to you as an example of how to act. Bring our Values to life by always acting ethically and fairly.

### **Promote the Code**

Openly use the Code and refer employees to it whenever they have questions.

### **Open your door**

Be sure employees know they can come to you with questions or concerns. Be a good listener and offer guidance and additional resources for help.

### **Take action**

Stay alert for misconduct and report it to the proper resources immediately. If an employee raises a concern to you, escalate it to the appropriate department. Also watch for possible retaliation against employees who speak up. If you become aware of retaliation towards an employee, please report it immediately to a supervisor, the People team or a member of Zebra's Compliance and Ethics team, or through the [Make the Right Call](#) program.





## Making Good Choices

### Making Good Choices

Commit to the highest ethical standards.

It could happen to any of us. You find yourself in a situation where the right thing to do isn't clear. Before you take action, ask yourself:

Is it legal?

Is it in line with  
our Code and  
policies?

Does it  
represent our  
Values?

Does it benefit  
our customers,  
employees and  
communities?

Would I be  
comfortable if it  
were made  
public?

How did you  
respond?



#### No

If the answer is 'no' to any of the questions, stop. Don't do it. Reconsider your actions and seek help.



#### Not sure

Ask for guidance, you can go to your supervisor, the People team or a member of the Compliance and Ethics team for assistance.



## Speaking Up

Together, we are committed to integrity, and it's up to each of us to speak up when we think misconduct may be happening. So, if you see or suspect that someone's actions are violating Zebra's Code, our policies or the law, please speak up right away. It's the best way to protect Zebra, our customers and each other. The sooner we know about concerns, the sooner we can work to help resolve them.

### Where do I begin?

Your best first stop should be your immediate supervisor, the People team or Zebra's Compliance and Ethics team. But if you're uncomfortable speaking up directly, there is another option: the ["Make the Right Call"](#) Program, a hotline you can reach either by phone or online. This service is operated by an independent third-party vendor, and it allows you to report anonymously, where permitted by law, 24 hours a day, seven days a week, and it is available in 22 languages.

### To Make the Right Call:

#### Go online ...

Visit [tnwgrc.com/zebra](https://tnwgrc.com/zebra) or

#### Call toll-free ...

In the United States or Canada – 888-361-5808

For other countries, visit [tnwgrc.com/zebra](https://tnwgrc.com/zebra) to locate your country phone number to place a toll-free call.



### What happens next?

Once you have shared a concern, we take it seriously and handle it with confidentiality. Zebra's Compliance and Ethics team reviews each concern promptly to determine the scope of any further follow-up or investigation and only shares information with others on a strictly need-to-know basis. Your contribution is kept confidential. Zebra will take appropriate action based on the outcome of the investigation.

### What happens when I contact the [Make the Right Call](#) program?



1

Go online or call your local **Make the Right Call** number to report a concern or ask a question. Remember, we maintain your confidentiality as best as possible, and in accordance with applicable laws.



2

Your online report is hosted by a third-party vendor independent from Zebra, or your call is answered by a third-party representative who specializes in hotline calls. Reports in good faith may be made without fear of retaliation.



3

You provide details about your concern or question through the online form or to the representative on the phone. Subject to local law, you may choose to remain anonymous and/or decline to provide answers to any questions. After you submit the form, or at the end of the call, you will receive a report Key that you can use to check on the status of your concern or to provide additional information.



4

The third party then informs Zebra's Compliance and Ethics team that a new concern or question has been raised.



5

Zebra's Compliance and Ethics team reviews the matter and assigns it to an appropriate resource for investigation and follow-up, which may include reaching out to you for more information if you have shared your identity.



6

Zebra will take appropriate action based on the investigation. We may not be able to share details about the resolution with you to respect and preserve confidentiality of all involved.

Together, we protect Zebra's reputation, our business and each other.

Connect to the ["Make the Right Call"](#) zConnect page for more information.



## No Retaliation

At Zebra, we understand that employees are less likely to share concerns if they feel uncomfortable speaking up or are worried about possible retaliation. Whether the concern you want to report is something you've seen, something you suspect or something that turns out to be unfounded, what's most important is that you feel confident bringing it to our attention.

### Together, we:

- Need employees to take a stand when they witness unethical behavior — to protect our culture and each other. That is why retaliation is something we won't stand for.



**Zebra does not tolerate retaliation of any kind against someone who reports a concern in good faith — in other words, honestly and sincerely. Retaliation is a serious violation of our Code, and it has no place in our Company.**



### Connect With Us

You can go to a supervisor or Zebra's Compliance and Ethics team if you know of or suspect retaliation. If you're uncomfortable speaking up directly, please use Zebra's ["Make the Right Call"](#) hotline.

### Connect to Our Policies

Non-Retaliation Policy

#### QUESTION

I have a concern I want to report, but the person involved is a high-level manager in my department. I'm worried I could lose my job if I speak up. What should I do?

#### ANSWER

You should speak up. It doesn't matter what job the person you're concerned about holds. Our policies apply equally to every employee, and we will not tolerate any kind of retaliation against you for speaking up in good faith.

## Succeed as One



**We are one Zebra. United by curiosity, care, and inclusivity, we are empowered and accountable to succeed as a team and grow as individuals.**

- 1** Equal Employment Opportunity
- 2** Respect and Dignity
- 3** Health, Safety and Security



## Equal Employment Opportunity

Our diverse workforce fuels our innovation and makes us a more effective Company.

Zebra Nation is made up of individuals with varied backgrounds, talents and experiences. Our people make Zebra great and ensuring equal employment opportunities for everyone supports our continued success. We celebrate the uniqueness of our entire workforce by creating an environment where everyone can grow, develop and contribute.

### Together, we:

- Follow employment laws to make sure each person has equal opportunities within Zebra
- Preserve Zebra's positive and welcoming environment in our daily work
- Practice fairness and show respect in every interaction with coworkers, applicants, customers and business partners



### Make the Connection

#### How can I promote equal employment opportunity?

If you make decisions that affect someone's employment, such as those that involve hiring, promotions, compensation, development or discipline, tangible benefits (such as parental leave) or intangible benefits (such as flex working arrangements), act fairly and in support of employment laws and Zebra policies.

#### In your decisions:

##### **Only consider**

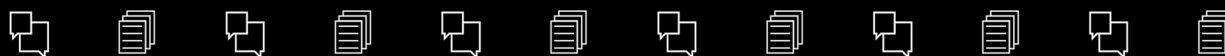
factors like a person's qualifications, merit and talent.

##### **Don't consider**

factors like race, color, age, religion, gender, national origin, sexual orientation, pregnancy, childbirth, disability, medical condition, domestic violence victim status, military or veteran status, marital status, familial status, citizenship status, gender identity, gender expression, genetic information, ancestry, status with respect to public assistance, political activities or affiliations or any other characteristic protected by law.

Be aware of personal biases, and don't allow them to affect your decision-making. Overcoming bias in our workplace broadens our talent pool and exposes us to new perspectives and ideas

**Each of us is unique and contributes something distinct. Our varied perspectives and experiences enable Zebra to reimagine the future and continuously innovate. To embrace our differences is to embrace innovation!**



### Connect With Us

Are you aware of any act that goes against our commitment to equal employment practices? Talk to a supervisor, the People team or Zebra's Compliance and Ethics team or [Make the Right Call](#) to share your concerns.

### Connect to Our Policies

Equal Employment Opportunity Policy

#### **QUESTION**

I feel like a job applicant was passed over due to her disability. But since she isn't an employee, should I just let this go?

#### **ANSWER**

No, you shouldn't. We need to know about discrimination if it happens during any employment decision. [Make the Right Call](#) immediately to protect our hiring process and help us comply with the law.

## Respect and Dignity

We understand a respectful workplace is fundamental to our productivity and well-being.

Coworkers don't always see eye-to-eye, but at Zebra, we handle our differences respectfully. We are committed to maintaining a workplace where every individual feels valued and respected — without fear of abusive conduct, bullying or harassment.

### Together, we:

- Use care in our interactions and treat others fairly and respectfully
- Rely on one another to help keep harassing and disrespectful behavior out of our Company
- Act courteously and supportively towards others and never single out anyone to disparage or humiliate them or engage in any form of harassment



### Make the Connection

#### Recognize and report harassment

Harassment happens when someone's unreasonably offensive behavior disrupts someone else's work or creates a hostile environment. It takes many different forms and can be verbal, physical or visual in nature.

#### Harassment can include acts like:

Sharing offensive materials



Ethnic jokes



Sexual advances, suggestions or requests for sexual favors



Racial slurs



Unwanted verbal or physical conduct



Sexually suggestive compliments or comments



Intimidation, bullying or threats



**Perception is more important than intention. Be aware of how others may perceive your actions before you act; once you act, you can't take it back. Saying things like "I didn't mean it" or "You're too sensitive" is never an excuse for acting inappropriately. If someone perceives an act as offensive or hurtful, that's what matters under Zebra's policies.**



### Connect With Us

If you experience or suspect harassment of any kind, don't ignore it. Report the incident to a supervisor, involve the People team or the Compliance and Ethics team or [Make the Right Call](#) immediately.

### Connect to Our Policies

Respect in the Workplace Policy  
Non-Retaliation Policy

#### QUESTION

I have noticed a coworker continually flirting with another employee. The employee seems very uncomfortable with it but hasn't complained. Should I forget about this and let the employee handle it?

#### ANSWER

No, don't forget about it. If you feel you can talk to the employee involved, let the employee know you're concerned. If you feel you can't or the behavior continues, report the incident to your supervisor, involve the People team or [Make the Right Call](#) immediately if you cannot go to your supervisor.



## Health, Safety and Security

We promote a culture of safety and security to protect our employees' well-being.

A safe and secure work environment is essential to any workplace, but at Zebra, our commitment to safety goes beyond identifying and avoiding hazards. We recognize the responsibility we all have to protect ourselves and each other from harm.

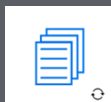
### Together, we:

- Follow safety and security requirements, laws and procedures
- Stay alert for unsafe conditions to keep our team and our partners injury work-free
- Secure our facilities, prevent substance abuse and keep violence out of the workplace



### Make the Connection

There are a number of ways you can help:



Adhere to Zebra's Drug and Alcohol-Free Workplace Policy and Procedure, which prohibits performing any work for Zebra while under the influence of alcohol or any drug which can adversely impact your performance or safety at work.



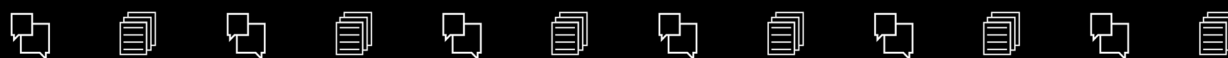
Wear Personal Protective Equipment (PPE) if your job requires it and follow all safety procedures.



Help secure our facilities by watching for and reporting any suspicious behavior or unauthorized people.

**We maintain a drug-free environment — a place that prohibits the use, sale, possession or transfer, trafficking or distribution of any illegal drugs or controlled substances in the workplace.**

**We maintain a safe environment — weapons are not permitted on Zebra property. Reach out to Zebra Corporate Security, your supervisor, the People team or [Make the Right Call](#) if you are aware of a weapon in the workplace or any behavior that creates an unsafe or intimidating environment.**



### Connect With Us

Report unsafe behavior or hazardous conditions to a supervisor or corporate security or by contacting Zebra's Environmental Health and Safety Team.

### Connect to Our Policies

Health and Safety Policy  
 Drug and Alcohol-Free Workplace Policy and Procedure  
 Weapon-Free Workplace Policy  
 Workplace Violence Prevention Policy

**If you believe there is an imminent threat to your safety or the safety of others, you should immediately call your local emergency number (such as 911 in the U.S.), then call Zebra's Global Security at +1-224-733-0911 or 555 in Microsoft Teams.**

### QUESTION

A colleague of mine has been acting different lately. She's often angry and sometimes slams doors and hits office equipment. Since she hasn't lashed out at any people, should I just let this go?

### ANSWER

No, you shouldn't. Behavior like this can be a warning sign. Speak up about your concerns by reaching out to your supervisor, the People team or a member of Zebra's Compliance and Ethics team. You may prevent her from causing harm, and you may enable her to get the help she may need.

## Care for Our Company



Together, we represent Zebra through our culture and accept responsibility for our decisions, actions, commitments and relationships.

- 1 Protecting Our Assets
- 2 Protecting Information
- 3 Data Privacy
- 4 Artificial Intelligence
- 5 Conflicts of Interest
- 6 Gifts, Entertainment and Hospitality
- 7 Third Parties
- 8 Communications About Our Company
- 9 Social Media







Our assets keep Zebra running and innovating. They are the tools and the ideas we leverage to advance our business and help our customers. If our assets are misused or improperly disclosed, it could damage our reputation, our competitive advantage and our relationships. We maintain our assets and protect them from theft, loss or damage. We also secure and protect third-party assets the way we would Zebra's own assets.

- Use Zebra's assets responsibly and protect them from loss, damage, theft, fraud, waste and disclosure
- Follow our IT and Security policies and procedures as well as our Trade Secret Policy to prevent unauthorized access or disclosure
- Understand that although physical assets may be used for business purposes or incidental personal use – we may never use any assets for anything illegal or improper as outlined in our Acceptable Use Policy



## What are our assets?

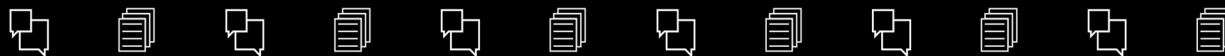


This includes our facilities, funds, office equipment, computers, hardware, machinery, materials and products. Secure these assets and maintain them properly.



These assets make us uniquely Zebra. They include, but are not limited to, our designs, engineering and manufacturing know-how, inventions, plans, patents, marketing, trade secrets and copyrighted material. Secure them physically and electronically to prevent unauthorized access or disclosure. Intellectual property assets should never be used for personal use. Did you know that we don't just protect our own intellectual property? We also protect intellectual property belonging to our customers, business partners and other third parties.

**To protect Zebra's systems and technology, never share your ID or password, never install unauthorized software onto a Zebra device and exercise caution when clicking unknown links or opening attachments in emails from unfamiliar external senders.**



If you have concerns that assets have been jeopardized or used improperly, contact our Enterprise Security team or [Make the Right Call](#) immediately.

Acceptable Use Policy  
Company Property Policy  
Trade Secret Policy  
Non-Disclosure Agreement Policy

I'm leaving the Company and would like to take some of my design ideas with me to my next job — ideas that we didn't end up developing at Zebra. Is that OK?

No, it isn't. Any ideas you create during your employment with Zebra belong to the Company, and even if they haven't been implemented, you may not take them with you when you leave Zebra and cannot share them with anyone outside of Zebra.

## Protecting Information

We take pride in Zebra and protect its valuable confidential information.

Zebra's business is driven by information and innovation — creative thinking that leads to bold ideas and leading-edge products. Because our work is based largely on confidential and proprietary information, it could benefit our competitors or harm our Company if such information is misused or disclosed.

Confidential information is an important Zebra asset.

### Together, we:

- Practice vigilance to protect Zebra's confidential information, including the confidential information of our employees, partners, customers and suppliers
- Limit access to confidential information so only those who are authorized and have a business need to access it may use it, and only for authorized purposes



### Make the Connection

**What is confidential at Zebra?** If information is not available to the public and/or not yet publicly disclosed, it's confidential. That includes, but is not limited to, the following:

Financial data and sales forecasts

Inventions, designs and processes

Product lines, prototypes, research and testing data

Personal employee information

Capital investment and expansion plans

Marketing and pricing plans and strategies

Customer lists and contact information

**How can you help protect it?** If you are exposed to confidential information through your work:



#### SHARING

Only share information the recipient needs to do their job. Don't share it with anyone who isn't authorized and doesn't have a need to know, either inside or outside of Zebra.



#### PUBLIC

Don't discuss confidential information in public, on unsecured networks or on social media.



#### AUTHORIZATION

Don't share confidential information belonging to Zebra or our employees, customers or business partners without proper authorization.



#### TRADE SECRET

Follow Zebra's Trade Secret Policy to protect a special category of confidential information: trade secret information.

**Use care in how you save or store confidential information. Only store it or access it on approved Zebra devices that comply with Zebra's Security and IT policies and procedures.**



### Connect With Us

Contact Zebra's Legal Department for help if you are aware of a possible breach of our confidential information or an inadvertent disclosure or for support with a non-disclosure agreement (NDA).

### Connect to Our Policies

Non-Disclosure Agreement Policy  
Trade Secret Policy  
Social Media Policy

#### QUESTION

I'm on the team that's developing a new product. I'm so excited about it — is it OK to talk to my friends about it on social media if I don't give a lot of details?

#### ANSWER

No, it isn't. What you're working on is confidential and should only be shared with people who are authorized and have a business need to know. Any one of your friends could share the information with others, so keep this to yourself.

# Data Privacy

We understand personal data is valuable and deserves our respect and protection. The definition of personal data varies by country, but it should be thought of as any information that can identify an individual person.

Maintaining the privacy of personal data helps us build and maintain trust between our employees, our customers and our business partners. It's also a legal responsibility that we all share. All Zebra employees and contractors are responsible for protecting the privacy right of individuals and preventing unauthorized disclosure of personal data.

## Together, we:

- Respect personal data and follow applicable global laws and regulations designed to protect it
- Use care when collecting, accessing, using, storing, sharing and disposing of personal data — only doing so if we are authorized and only using it for legitimate business purposes



## Make the Connection

### What is personal data?

Depending on the region and type of data, it can be any information that could be used to identify a person (including our employees, customers, suppliers and other business partners), either directly or when combined with other information. Additional requirements apply to banking information, health records, biometric data and other sensitive categories of information.

### Examples of personal data can include an individual's:

- Personal email address
- Work email address
- Phone number
- Religion, ethnic background, disability, sexual orientation or gender identity
- Union membership
- Social Security or National Identification Number
- Credit Card Number
- Bank account number
- Facial geometry
- Fingerprint

### How can you protect personal data?



Properly store, secure, transfer and dispose of personal data.



Never share it with anyone inside or outside of Zebra who doesn't have a legitimate business need to access it.



Access personal data only if you're authorized and only on Zebra networks and equipment — never transfer it to personal devices or access it on unsecured or public networks.

**If you regularly access personal data, seek out additional training and guidance from the Zebra Privacy Office to ensure compliance with applicable laws and regulations.**



## Connect With Us

Ask for guidance from the Zebra Privacy Office if you're ever unsure of how you should protect personal data.

## Connect to Our Policies

[Zebra's Privacy Policy](#)

[Global Privacy Policies](#)

### QUESTION

Sometimes I work with personal data as part of my job, and I work outside of the United States. The laws are different in the country where I work, so how do I know if I'm protecting personal data properly?

### ANSWER

Maintaining the privacy of personal data is the right thing to do, and you're right that laws vary in different countries; so, check with Zebra's Privacy Office to make sure you're following the rules specific to that country. Send any privacy questions to [privacy@zebra.com](mailto:privacy@zebra.com).

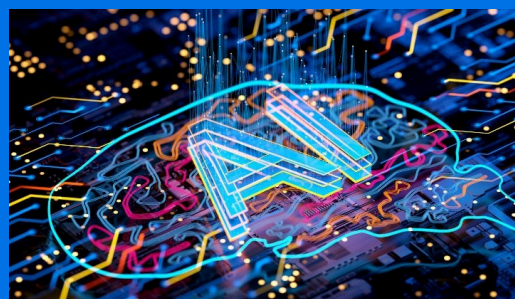
# Artificial Intelligence

Artificial Intelligence (AI), including generative Artificial Intelligence (or Gen AI), can generate text, images or other media in response to prompts. It has generated a tremendous amount of excitement across the globe. Zebra is a leader in leveraging AI along with our machine learning, machine vision and other cutting-edge technologies to drive innovation.

We must ensure Zebra is able to leverage the power of AI internally and develop AI tools for our customers in a safe, ethical and legally compliant manner.

## Together, we:

- Follow all internal processes for the purchase or use of third-party software
- Only use Zebra approved software and tools
- Do not use any free, public or unapproved AI tools when performing work for Zebra
- Are transparent about AI usage and ensure that any content generated is suitable for the intended use







## Make the Connection

Any usage of Artificial Intelligence tools must follow our AI principles:

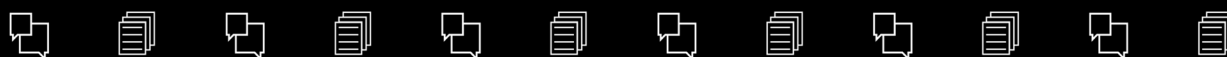
- Accountability
- Transparency
- Ethical Purpose

The use or development of Artificial Intelligence tools needs to comply with an emerging set of policies within Zebra and regulations across the globe. Even Zebra-approved tools can only be used for approved cases and must follow our AI Principles. Take additional care when integrating AI into our customer-facing products, services or solutions.

Remember, only Zebra-approved tools can be used to perform work for Zebra:

INPUT	TOOLS	EXTENSION	PERSONAL ACCOUNTS
			
Only input Zebra information into approved AI tools	Only download or install approved AI tools to a Zebra device	Only add approved AI browser extensions to a Zebra account	Do not use an AI service associated with a personal account for Zebra work

**We may encounter generative AI tools and services in the marketplace, but we must pause, think and seek approval before using any of them, as they pose potential risks to our privacy, security, confidentiality and intellectual property.**



## Connect With Us

Visit the Zebra Generative AI site for more information. If you encounter misuse of AI tools, please report them immediately to a supervisor, Zebra's Compliance and Ethics team or [Make the Right Call](#).

## Connect to Our Policies

Acceptable Use Policy  
IT Policy Exception Requests

### QUESTION

Am I allowed to use generative AI tools at Zebra?

### ANSWER

Only approved AI tools may be used by Zebra employees for work. Zebra has reviewed and approved many AI tools, including generative AI tools, for certain use cases. If you want to use an AI tool that has not been approved, you must contact IT and Procurement to begin the review process — even if the tool is free. These “free” tools often train on user inputs and can compromise Zebra's intellectual property rights and confidential information.



## Conflicts of Interest

We are all members of the Zebra Nation and should act in our Company's best interests.

The decisions we make at work should always be impartial — never influenced by our own personal interests or relationships. If a situation like that arises, it's a conflict of interest. Even the appearance of conflicts of interest could harm Zebra, so we're committed to avoiding them.

### Together, we:

- Make sure that our personal activities don't interfere with the decisions we make for Zebra
- Learn how to recognize and avoid even potential conflicts of interest



### Make the Connection

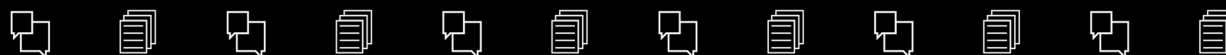
What does a conflict of interest look like?

<b>Personal relationships</b>	Having a friend or relative enter into a business relationship with Zebra or supervising a friend or relative without disclosing the relationship to Zebra
<b>Outside employment</b>	Taking a second job or consulting opportunity that takes your attention away from your job at Zebra
<b>Business opportunities</b>	Taking opportunities for yourself or someone else that you discovered through your position at Zebra
<b>Investments</b>	Owning more than a 5% stake in the publicly traded stock of a company that competes with Zebra or does business with us
<b>Serving outside organizations</b>	Serving in an advisory role, such as a board member, consultant, officer or partner for a Zebra business partner, competitor or professional organization, without authorization from Zebra

### To help recognize a conflict of interest, ask questions such as:

- Are you able to represent the interest of Zebra as your first business priority or could a personal interest compromise your judgment?
- Are you faced with making a decision that could benefit Zebra but also provides a related personal benefit for you?
- Could other people perceive your behavior as a conflict of interest?

**Some conflicts of interest are against the law, like insider trading. Others may be allowed if they are disclosed and handled correctly. So having a conflict of interest might not be the issue; the real problem is not disclosing it and managing it properly. When in doubt, talk about it. Zebra cannot help you manage a conflict of interest if it is unknown.**



### Connect With Us

If you're unsure if a situation may be a conflict of interest, talk to your supervisor or a member of Zebra's Compliance and Ethics team right away.

### Connect to Our Policies

Conflict of Interest Policy  
Conflicts of Interest Disclosure Form  
Related-Party Transactions Policy

### QUESTION

My sister owns a company that's bidding on a contract with Zebra. I would end up working with her, but since I'm not involved in the decision process, should I speak up about my relationship with her?

### ANSWER

Yes, you should. While it's good that you're not involved in the decision process, you will be working with her if her company is selected; so, let your supervisor know about this relationship right away.

## Gifts, Entertainment and Hospitality

We make business decisions ethically, without improper influence.

Exchanging gifts has long been a part of doing business, but sometimes it can cross the line. When a gift appears to say more than “thank you,” it’s inappropriate, and it may even break the law.

### Together, we:

- Make business decisions freely — without the influence of special offers, gifts, hospitality or entertainment, and we never try to influence anyone else’s decisions in this way
- Follow the law and our policies, recognize what’s inappropriate and know when to say “no, thank you”



### Make the Connection

#### How do I know what’s appropriate?

An offer or acceptance of a gift, entertainment, hospitality or other offer may be:

#### Permitted when it’s ...

- Occasional
- Legal
- Reasonable in value
- Related to promotion of our products and services
- Given or accepted as a token of thanks

#### Not permitted when it’s ...

- Creating an obligation
- Influencing a decision or intended to win favors
- Given to a government official or their family
- Cash, a loan or a cash equivalent (gift cards)
- Lavish or extravagant

If you want to give or offer a gift, entertainment or hospitality:



#### POLICIES

Make sure you understand and respect the rules that apply to the recipient and the recipient’s company. Violating another company’s rules could damage our relationship.



#### INTERMEDIARIES

Don’t allow an intermediary to offer or accept improper gifts on our behalf. That includes sales representatives, contractors, distributors or resellers.



#### GOVERNMENT OFFICIALS

Use extra care with government officials. Zebra employees, acting on behalf of Zebra, may not offer anything of value to government employees or employees of government-owned companies or their immediate families, including gifts of any value (even promotional items or small meals or drinks), gratuities, favors, travel or entertainment.

**If offered a gift that might offend the giver if refused, consult a supervisor or Zebra’s Compliance and Ethics team before accepting, to determine how to handle the situation politely and ethically.**



### Connect With Us

Actively seek guidance from your supervisor, your regional Legal team or the Compliance and Ethics team if you are unsure how to proceed about offering or receiving gifts on Zebra’s behalf.

### Connect to Our Policies

Gifts and Entertainment Policy  
Government Contract Addendum

#### QUESTION

A vendor has offered me tickets to see a popular show that’s in town. He says he can’t go and wants me to use them. May I accept?

#### ANSWER

While it’s sometimes OK to attend an event with a vendor, you should politely refuse the offer because the vendor is **not** attending the event.

## Third Parties

Our business relationships are based on mutual trust and integrity.

How our business partners work reflects on Zebra and can impact our reputation. Our business partners include any individual or entity that Zebra does business with, such as suppliers, vendors, contract manufacturers, brokers, distributors, resellers and agents. Any unethical act, breach of trust or violation of law on their part can have serious consequences for these partners, and subsequently, for us.

### Together, we:

- Act as trustworthy business partners and only enter relationships with organizations that share our high standards
- Work with our business partners fairly and ensure they follow our Code, our policies and the law



### Make the Connection

#### How do we choose ethical partners?

- If you help select our business partners, consider only Zebra's business needs and the products and services offered, as well as price and quality. Do not allow personal bias to influence your selection.
- Furthermore, understand the partner's business reputation and that of its employees and whether they are known for engaging in unethical or illegal conduct. If in doubt, ask for guidance, or look for a different business partner.

#### To ensure that we work together with our third parties ethically:

- Avoid the appearance of anything inappropriate by never accepting inappropriate gifts, offers or favors from third parties
- Make sure our third parties are aware of and uphold our Code and policies
- Periodically monitor third parties' performance to make sure they are reflecting our Values and following the law

#### Do you know what we expect of our suppliers? Suppliers must:

- Meet our quality, safety and environmental standards
- Maintain a safe workplace where workers are treated fairly
- Prohibit the use of child labor
- Protect privacy and confidentiality
- Comply with trade and anti-corruption laws and regulations
- Maintain a level of business integrity consistent with Zebra and our Code of Conduct

**When working with Third Parties, clearly communicate our policies and principles and actively monitor their work to ensure that they conduct business in accordance with the law and our policies. Their actions could have serious consequences for Zebra, so it is our responsibility to know and understand how they work.**



### Connect With Us

[Make the Right Call](#) if you have any concerns about a third party and actively seek guidance from your supervisor or Zebra's Compliance and Ethics team.

### Connect to Our Policies

Anti-Bribery and Anti-Corruption Policy  
 Gifts and Entertainment Policy  
[Zebra Supplier Code of Conduct](#)

#### QUESTION

A vendor that we've worked with for years has been accused and found guilty of an environmental safety violation. Since their record has always been good and they've done reliable work for us, should I just let this go?

#### ANSWER

No, you shouldn't. Even though they have had a good record in the past, we can't ignore any new concerns, so speak up about what you've heard right away and report this information to your supervisor or the Compliance and Ethics team for assistance.

## Communications About Our Company



Our words have the power to inspire or do harm, so we choose them carefully.

The things we say about Zebra and our brand directly impact our reputation. Making harsh or false statements externally can cause serious damage, so it's vital that Zebra and our employees communicate with care. It's up to each of us to communicate responsibly.

### Together, we:

- Speak publicly about Zebra with one voice, allowing only Zebra's and authorized individuals to communicate on Zebra's behalf
- Confirm that any statements given about Zebra, or our products and services, are accurate and reliable



### Make the Connection

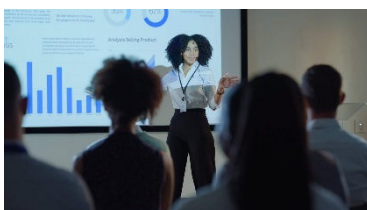
#### How can I help?

Keep this in mind: If you speak for us, and you're not authorized, you might mislead or offend others, or without meaning to, you could divulge confidential information or even violate the law.



#### MEDIA

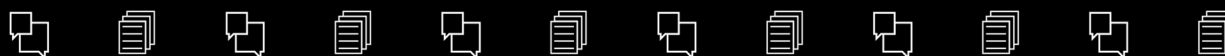
If you receive a request from the media, refer them to the Global External Communications team.



#### INVESTORS

Requests from investors or stockholders or inquiries about Zebra financials, refer to Investor Relations.

Use special care on social media by never suggesting that you are speaking for Zebra. See [Social Media](#) for more information.



### Connect With Us

Contact our [External Communications team](#) with any questions or visit their zConnect site for more information.

#### QUESTION

I received a request for comment from a reporter, and I already answered her. Now I realize I shouldn't have, since I'm not authorized. Is it too late?

#### ANSWER

No, it isn't. Let your supervisor know immediately what happened. Together, you should work with Zebra's Global External Communications team to get the right message out.



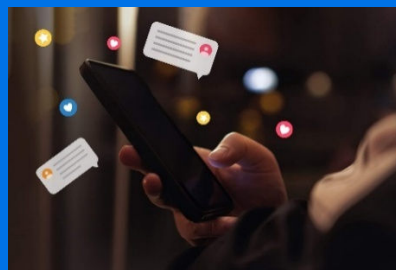
## Social Media

Social media has changed the way we work, interact and socialize.

Social media can be a positive way to promote Zebra — and it's become an integral part of our communications, both personally and professionally. Responsible use of social media allows us to build stronger, more meaningful business relationships.

### Together, we:

- Communicate with care on social media, understanding and avoiding the risks involved in posting or sharing something that's proprietary, inaccurate or inappropriate
- Ensure that our social media activities align with our Code and our Values



### Make the Connection

Whenever you're using social media:

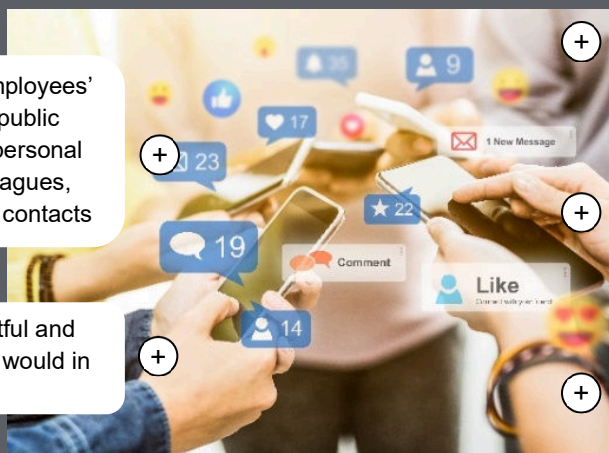
Safeguard Zebra, our employees' and our partners' nonpublic information, as well as personal information about colleagues, customers and business contacts

Focus on being respectful and thoughtful — just as you would in a conversation

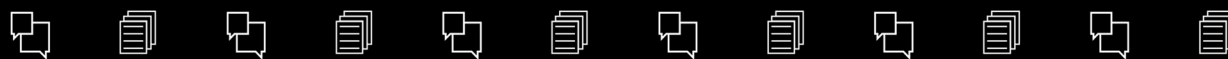
Never create usernames that reference Zebra or use a zebra.com email address as a username

Make it clear that your opinions are your own, and not the opinions of Zebra, when posting on social media

You are responsible for your actions; anything you post that could violate our policies will ultimately be your responsibility



**Employees are not permitted to set up or create new accounts on behalf of Zebra. Account creation is the responsibility of the Social Media team. Any account which claims or appears to be Zebra Technologies will be removed. Zebra has the right to actively monitor for and act on any account which violates these Guidelines.**



### Connect With Us

Zebra's Social Media team has oversight and manages all of Zebra's social media-related activities. For questions or guidance, email [socialmedia@zebra.com](mailto:socialmedia@zebra.com).

### Connect to Our Policies

Social Media Guidelines  
Social Media Policy  
Social Media Standards

#### QUESTION

I have identified myself as a Zebra employee on a professional networking site. Is this OK?

#### ANSWER

Yes, it is. On sites designed for professional networking, it's acceptable to identify yourself and your position as a Zebra employee. Just make sure your postings are factual and professional.

## Make a Positive Impact



We bring integrity to each decision and commit our time, resources and practices to positively impact those around us and our global environment.

- 1 Financial Integrity
- 2 Anti-Money Laundering
- 3 Insider Trading
- 4 Anti-Corruption and Anti-Bribery
- 5 Trade Compliance
- 6 Charitable and Political Activities
- 7 Human Rights and Caring for Our Communities
- 8 Environmental Stewardship



## Financial Integrity

Our records should fairly and accurately reflect our financial status.

Inaccurate books and poor records management can damage credibility and reputations. We're committed to complying with applicable recordkeeping policies, following our internal accounting and financial controls and handling our business records with care.

### Together, we:

- Are honest and complete in all records — whether we are recording our time or preparing a financial statement, we do so honestly and completely
- Confirm any information we provide for our records is complete, fair, accurate, timely and understandable



### Make the Connection

#### What is a business record?

Business records include any document or data with information related to a business dealing, such as:

Accounting reports

Expense reports

Customer contracts and invoices

Timesheets and invoices

Account reconciliations

Vendor invoices

Shipping records



#### We each play a critical role in appropriately recording and reporting financial information:

- Follow applicable laws, internal processes and policies when creating, maintaining, retaining or destroying financial documents.
- Never establish any undisclosed, unrecorded or off-the-record accounts for any purpose.

**Never dispose of or destroy documents in response to — or in anticipation of — an investigation or audit. Documents should only be disposed of in compliance with our retention policies and never in a way that conceals wrongdoing.**



### Connect With Us

For questions or guidance, connect with Zebra's Finance team. If you become aware of inaccurate business records, raise it to a supervisor or [Make the Right Call](#) immediately.

### Connect to Our Policies

Global Financial Policies  
Record Retention policies

#### QUESTION

I just realized my supervisor processed a journal entry that increases this quarter's sales but does not include any description or back up documentation for the journal entry. What should I do?

#### ANSWER

Speak to your supervisor to find out why. It could be an honest mistake. However, if your supervisor refuses to correct it, talk to another manager or [Make the Right Call](#).

## Anti-Money Laundering

We keep illegal activity and illegal funds out of our Company.

At Zebra, we watch for and prevent crimes like money laundering, which happens when funds generated through criminal activity are moved through legitimate businesses to hide their criminal origin. It damages companies, clients and communities alike.

### Together, we:

- Use good judgment and pay close attention while conducting business to combat money laundering
- Avoid questionable transactions
- Know who is behind each transaction and only conduct business with reputable third parties engaged in legitimate business activities



### Make the Connection

#### What transactions are questionable?

##### Attempts at money laundering include:

- Cash payments
- Payments from entities that are not part of the transactions
- Sudden changes in pattern of transactions
- Attempts to avoid recordkeeping requirements

Each of us must stay alert and act by reporting suspicious activity. Understand how our partners use our products and services, know who is involved at both ends of a transaction and be familiar with the pattern of transactions, so you can spot if they go off course.

**Money laundering is often used to hide a number of crimes, including drug dealing, terrorism, human trafficking, tax evasion and fraud. By combating money laundering, we help keep our communities safer.**



### Connect With Us

If you have questions concerning financial transactions, speak to your supervisor, our Finance team, our Compliance and Ethics team or [Make the Right Call](#).

#### QUESTION

A third party started making payments on behalf of a long-time distributor. What should I do?

#### ANSWER

Contact the distributor to confirm the details of this new arrangement. If you still have concerns, then reach out to a supervisor, Zebra's Compliance and Ethics team or [Make the Right Call](#).

## Insider Trading

We promote a level playing field for investors and ensure equal access to information for investors.

U.S. federal securities laws prohibit buying or selling stock (including options to buy or sell common stock) based on material nonpublic information known by you or “tipping” other persons about such information. We are committed to following insider trading laws and our own internal controls.

### Together, we:

- Protect material inside information and never trade or tip someone else to trade based on that information
- Take the time to understand the many forms inside information takes and use caution if we have access to it while doing our jobs



### Make the Connection

#### Insider trading is done either by:

- Trading on “material inside information”: nonpublic information that could affect one’s decision to buy or sell a security, or
- “Tipping”: sharing inside information with those without a legitimate business need for it.

#### Can you recognize inside information?

Examples of potential material inside information (information not yet made publicly available) include:

- Unreleased financial earnings or losses
- New products or projects
- Significant or potentially significant business deals
- Budgets or changes in budgets
- Changes in executive leadership
- Significant security or privacy breach or serious product security vulnerability

Through your work, you could be exposed to or learn about nonpublic inside information either about Zebra or our business partners. If so, remember that trading on inside information is not only unfair but also illegal, so always play it safe. If you’re in doubt, treat all information like inside information until you find out more.

**The consequences for violating insider trading laws can be severe, including fines or imprisonment. Be sure to ask questions if you are still unsure about how to avoid insider trading or about what kind of information is inside information.**



### Connect With Us

If in doubt whether something could be considered insider trading, ask questions or look for guidance from your supervisor or Zebra’s Compliance and Ethics team **before** you act.

### Connect to Our Policies

All Employees Securities Trading and Confidentiality Policy  
Directors Securities Trading and Confidentiality Policy

#### QUESTION

My supervisor told me that we recently gained a new customer. I don’t believe this is inside information. May I share it with a friend?

#### ANSWER

Not yet. If you have a question about whether something is inside information or not, it’s best to ask your supervisor before proceeding. You can also check publicly available sources. If our Company has released an official public statement about this, then it’s not inside information and you may share it.

## Anti-Corruption and Anti-Bribery

Our success is the result of hard work and integrity, never unethical or illegal practices.

Bribery and corruption harm communities and businesses around the world. We're committed to keeping this activity out of our business and following anti-corruption and anti-bribery laws everywhere we operate.

### Together, we:

- Deal honestly with business partners, customers and third parties — without the influence of bribes or special favors
- Learn to recognize bribes and understand the anti-bribery laws that apply to our work — these laws vary around the world, but most prohibit acts like bribes, kickbacks and inappropriate favors



### Make the Connection

#### Can you recognize a bribe?

Bribes come in many different forms and can be hard to spot. They can include:

Cash, gift cards or special discounts



Lavish gifts or entertainment



Charitable or political contributions



Job offers, paid or unpaid internships



Stock options or securities



Personal travel reimbursement



We can be held responsible for bribes made on our behalf by third parties, so practice due diligence when using third parties and monitor their work to ensure they conduct business in accordance with the law and our policies. Never hire a third party to do something that you are not permitted to do yourself.

**Violating anti-bribery laws is serious, and so are the consequences. It can lead to fines and prison time, so don't offer or accept anything of value to gain an unfair advantage or influence a business decision.**



### Connect With Us

If you see or suspect a bribe, speak to a supervisor, Zebra's Compliance and Ethics team or [Make the Right Call](#) immediately.

### Connect to Our Policies

Anti-Bribery and Anti-Corruption Policy  
Gifts and Entertainment Policy

#### QUESTION

I have nearly finished closing a deal with a customer, and I'm considering offering him some tickets to a sold-out concert that I can't use myself. Would this be considered a friendly gesture or a bribe?

#### ANSWER

Offering something like this could violate Zebra policies — even if that isn't your intent. It looks like you're doing this to encourage him to sign the deal, so don't make the offer. Win the job without the gift.



## Trade Compliance

We export and import goods around the world and always follow the rules.

International trade laws govern where, how and with whom we can do business. We're committed to following these laws to honor the ethical practices of the countries where we operate and to grow our customer base.

### Together, we:

- Maintain ethical trade practices by understanding and following trade regulations
- Work only with reputable trade partners and avoid potentially suspicious deals



### Make the Connection

#### How do we comply?

Know who is on either side of a transaction, where products are going and how they will be used.

#### Also, confirm that every transaction:

- Meets all regulatory requirements
- Is recorded accurately, transparently and completely
- Clearly indicates proper value, final destination and end user
- Has all appropriate export and import licenses in place
- Involves only approved countries — not a country on an embargoed list or otherwise restricted
- Involves no restricted entities or individuals on certain government lists
- Avoids paying facilitation fees
- Ensures no participation in a boycott of any country

If you are involved in choosing our trade partners, make sure they share our Values and commitment to the law. [Make the Right Call](#) about any possible violations immediately

**Trade law violations can lead to severe penalties against Zebra, and anyone involved, including loss of export/import privileges or licenses, delays in future imports and exports, seizure of goods, fines and even prison time.**



### Connect With Us

Zebra's Global Trade Compliance team supports all cross-border transactions. If you have any questions or suspect a trade compliance violation, contact them or [Make the Right Call](#) immediately.

### Connect to Our Policies

Global Trade Compliance Manuals

#### QUESTION

A customer has requested that merchandise be delivered to its freight forwarder in the U.S. without specifying the final recipient. Since that first recipient is in the U.S., do I really need to determine the final recipient?

#### ANSWER

Yes, you do. Despite the first U.S. recipient, we must always know the final recipient of Zebra's goods or technology. Clearly identify the final recipient before completing this transaction.

## Charitable and Political Activities

We contribute to causes and communities independently and responsibly.

Zebra is proud to engage and invest in the communities where we live and work. We believe it's vital to support our employees' desire to contribute to the causes they're passionate about — it benefits people everywhere and builds a collaborative and inspired workforce.

### Together, we:

- Make a positive impact in our communities
- Participate responsibly in charitable and political activities



### Make the Connection

How can I get involved?



#### ZEBRA GIVES

Get involved in Zebra Gives, Zebra's Global Community Relations Program, which gives you a variety of ways to volunteer.



#### OUTSIDE EVENTS

If you get involved in charitable or political activities outside of Zebra-sponsored events, make your contributions using your own time and resources. Don't take any actions or make donations in Zebra's name or use Company resources to support your particular cause.



#### ZEBRA SPONSORED

If you volunteer for any Zebra-sponsored event, let your supervisor know if you will be volunteering during work time. Zebra offers two special volunteer programs for you to get involved in:

- Volunteer Community Service Days — Get paid time off to volunteer with an eligible charity during regular business hours.
- Donations for Doers — Volunteer for an eligible charity, and Zebra will donate up to \$200 to that organization for every 8 hours of service (up to \$800 per year).

Remember that getting involved is purely voluntary, so don't pressure your colleagues to support or donate to your causes.

**Keep in mind that Zebra does not typically endorse any political candidate or make political contributions. Any Company political contributions must be pre-approved by our Chief Legal Officer.**



### Connect With Us

To learn more about Zebra's Philanthropy & Volunteerism, visit the zConnect site or reach out to [csr@zebra.com](mailto:csr@zebra.com).

### Connect to Our Policies

Charitable Donation Guidelines  
Zebra Gives Employee Program Guidelines

#### QUESTION

I have a family member who is running for a local government position. I'm a manager and would like to encourage members of my team to volunteer. Is that OK?

#### ANSWER

No, it isn't. Because you're a manager, your employees may feel as if they're being pressured to participate. You can let them know that you support this candidate, but that's all.



## Human Rights and Caring for Our Communities

We believe in doing good — benefiting lives and communities wherever we work.

Zebra's reputation is built on more than our products and services. We're known for our good works and our commitment to making a positive impact on our world. We recognize our Company's responsibility to protect people everywhere.

We comply with all applicable laws pertaining to freedom of association and collective bargaining and follow all applicable laws prohibiting human trafficking and forced, compulsory and child labor. Zebra won't use forced, bonded or child labor, or purchase materials that were knowingly produced that way.

We pay competitive wages and benefits that are consistent with applicable law, including those relating to minimum wages, overtime hours and legally required benefits.

We are all responsible for upholding the law and making ethical and responsible choices.

### Together, we:

- Show respect for human rights in every aspect of our business
- Remain aware of the impact our actions can have on people and those around us — whether it's the way we produce and distribute our products or the partnerships we maintain
- Are mindful of the social and economic impact of our actions



### Make the Connection

#### What human rights do we protect?

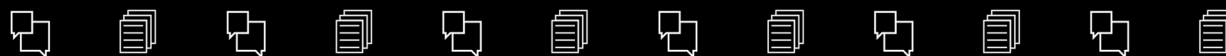
We support:

- Freedom to choose whether or not to work
- Legal and fair pay and work hours
- Safe working conditions
- Freedom of association with trade unions or collective bargaining

#### What can you do?

- Get to know the employment laws that apply to Zebra and follow them carefully to ensure fair pay, hours and working conditions for our employees, contractors and business partners.
- Make sure that neither Zebra nor our business partners use forced labor or purchase materials or goods produced in this way.
- Follow Zebra policies and perform due diligence at the time of appointment of any business partner.

**Our business partners work on our behalf, so it's important that they share our respect for human rights. If you're involved in selecting a business partner, do your due diligence to oversee that they treat workers fairly and do not engage in human rights abuses.**



### Connect With Us

If you become aware of a human rights violation by a Zebra employee or one of our business partners, reach out to Zebra's Compliance and Ethics team or [Make the Right Call](#) immediately.

### Connect to Our Policies

[Zebra's Modern Day Slavery Statement](#)  
[Zebra Supplier Code of Conduct](#)

#### QUESTION

I heard a rumor about a vendor we recently began working with that involved unsafe working conditions. Since I'm not sure if this is true, and we're already working with them, what can I do?

#### ANSWER

Even though it's a rumor, speak up about it right away so the Company can investigate. If it turns out not to be true, that's good. Whenever possible, you should monitor your vendors' work to ensure that no abuses are occurring.

## Environmental Stewardship

We are committed to making a positive impact on our world.

Like every business, Zebra's operations affect our environment. From how we use our resources to how we manufacture and distribute our products — it all has an impact.

### Together, we:

- Operate in an environmentally friendly manner
- Recognize our responsibilities as individuals and make decisions that help minimize Zebra's environmental impact
- Work with business partners that share our commitment to environmental stewardship



### Make the Connection

Be a good steward:



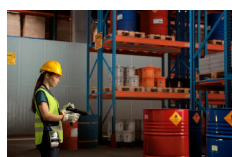
#### RESPONSIBLY

Use our resources responsibly in your daily work. Whenever you can, recycle materials like paper, bottles and cans.



#### CONSERVE

Conserve resources in our facilities like water, electricity and paper.



#### PROCEDURES

Follow our procedures for storing, handling and disposing of waste and hazardous materials.



#### SUSTAINABILITY

Use sustainable practices and identify third parties who share our commitment to environmental protection when sourcing materials.

**Watch for and report possible violations of environmental laws or our policies. Report acts like improper waste disposal; chemical or pollutant leaks, spills or improper dumping; and improper storage or transportation of hazardous materials.**



### Connect With Us

Reach out to Zebra's Environmental Health and Safety team for guidance and support on environmental initiatives.

### Connect to Our Policies

Global Environmental Policy

#### QUESTION

I have noticed some wasteful practices in our facility. What should I do about it?

#### ANSWER

Speak up about your concerns to your supervisor. We're always open to new ideas about conservation and environmental protection. Your idea may be implemented, so don't keep it to yourself. Reach out to the Environmental, Health and Safety Team.

## Think and Act Customer First

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Together with our partners, we deeply understand our customers to anticipate their needs and solve their challenges — enabling outcomes that create competitive advantage.

- 1 Quality
- 2 Customer Experience
- 3 Fair Competition
- 4 Government Contracting



## Quality

We take pride in delivering quality in everything we do, and we continuously experiment and improve with agility. We take pride in the products we provide. Decades of innovation and hard work go into every Zebra product. Our customers choose our products for this very reason, and we won't let them down.

### Together, we:

- Hold ourselves to the highest standards of quality
- Preserve our reputation by complying with product standards and regulations, protecting our supply chain and demanding the best from ourselves and our third parties



### Make the Connection

Take pride in the products we provide. You can help in your daily work by:

Following our quality and safety standards and procedures



Monitoring quality and safety in our own operations and across our supply chain



Complying with all laws and regulations that apply to our products



Cooperating with any inspections or audits



Never cutting corners or taking shortcuts



**We prioritize the quality of our products in our daily work. Anything less than our best could damage our reputation and our relationship with our customers.**



### Connect With Us

If you ever become aware of anyone compromising our quality or safety standards, report your concerns immediately to a supervisor, Zebra's Compliance and Ethics team or [Make the Right Call](#).

### Connect to Our Policies

Zebra's Statement of Quality Policy

#### QUESTION

My work involves manufacturing our products. A coworker suggested a change to our process that will speed things up, but I believe it may also compromise our quality. Which is more important?

#### ANSWER

While we always consider factors like efficiency, costs and marketability, quality is always an important consideration that should be included in any final decision.

## Customer Experience

Our business partners trust us to act fairly and honestly in everything we do.

At Zebra, we don't just sell through our partners — we build long-term relationships with them, based on trust and transparency. We take care to build our relationships and enhance our partnerships through positive interactions.

### Together, we:

- Put our business partners and customers first — understanding that their satisfaction is our number one goal
- Demonstrate care in our dealings and communications with our business partners and customers
- Focus on delivering superior products and services and never act unethically with our partners and customers or knowingly compromise their satisfaction



### Make the Connection

If your work involves interacting with or communicating with partners and customers:



Be truthful. Everything we tell our partners and customers must be reliable, including our marketing and advertising.



Deliver the highest level of customer service, always being helpful and transparent.



Never make misleading or false claims. Be able to back up any claims with documented evidence.



When comparing our products to those of our competitors, be truthful and fair.

**Remember, we are responsible for any claims we make about our products and services — even if someone misinterprets a claim we make. Always promote our products in a way that cannot be misinterpreted.**



### Connect With Us

Our partners are an extension of Zebra, and we expect them to conduct business in an ethical and respectful manner towards Zebra, other partners and our customers. If you have concerns about how a partner is operating, bring it to the attention of your supervisor, the Channel Operations team or the Compliance and Ethics team.

#### QUESTION

I work in marketing, and a coworker suggested that we say in a white paper that our competitor's product doesn't follow the same quality standards as ours. If I only hint at it, is it OK to say this in our white paper?

#### ANSWER

Maybe. Remember that any claims like this must be truthful. Make sure you can substantiate this claim with documented evidence. If you can't, you shouldn't include it in the white paper.



## Fair Competition

We compete vigorously and fairly and never rely on unfair tactics to succeed.

Unfair competitive practices damage our free and open market and go against Zebra's Values. We promote full and fair competition because we know it leads to innovation and improved quality. We win business the right way — by being truthful about Zebra and what we sell.

### Together, we:

- Take care in situations where there is potential for violation of fair competition laws
- Avoid collaboration — or even the appearance of it — with competitors, and use legitimate sources when seeking competitive information, such as commercially sensitive information related to market development
- Never attempt to acquire competitive information unfairly or illegally



### Make the Connection

#### What kinds of practices should I avoid?

Unfair competition practices can include agreements (even informal or verbal ones) with a competitor, supplier, customer, distributor or reseller to:



#### SET

Set prices on selling our products and services



#### DIVIDE

Divide territories, markets or customers



#### REFUSE

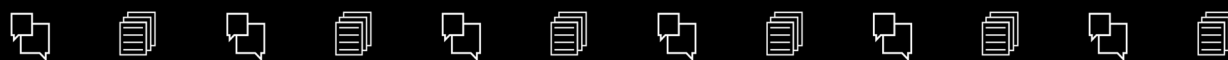
Refuse to deal with a customer or supplier for improper reasons



#### BID RIGGING

Participate in any form of bid rigging (for example, when competitors agree in advance which firm will win the bid)

**Use care at conferences or trade shows — never discuss topics like pricing, costs, terms of sale, market segments, clients or marketing strategies with competitors. Should this occur — remove yourself from any such conversations and report them to Zebra's Compliance and Ethics team immediately.**



### Connect With Us

If you become aware of anti-competitive practices by Zebra or our partners, speak to a supervisor, Zebra's Compliance and Ethics team or [Make the Right Call](#).

#### QUESTION

A channel partner just invited me to dinner to discuss his request to have an "exclusive territory." How should I respond?

#### ANSWER

Decline the invitation and report the request to your supervisor or Zebra's Compliance and Ethics team as soon as possible.

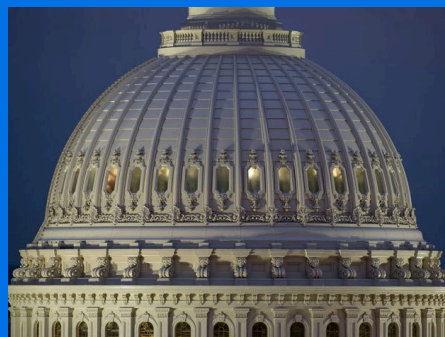
## Government Contracting

Governments can count on Zebra to be a responsible and ethical partner.

When Zebra is bidding on or awarded a government contract, we have a responsibility to comply with all of the government's requirements. Violating or deviating from the bid requirement or the contract breaches the trust we have established and opens Zebra up to potentially serious legal consequences.

### Together, we:

- Act with integrity when seeking and fulfilling government contracts, responding to investigations or interacting with government representatives
- Understand and follow the laws that apply to these situations and submit accurate and complete information



### Make the Connection

Whenever you are involved in government contracts or interactions:



#### HONESTY

Focus on building open, honest and transparent relationships with government officials.



#### RULES

Follow the rules related to the procurement process and Zebra's compliance commitments.



#### ACCURACY

Submit timely and accurate information when fulfilling government requests — never submit a false or fraudulent claim.



#### GIFTS

Act ethically with government officials, never offering them, or their families, anything of value.

**Keep in mind that government contracts are usually more strict than other contracts and may have additional obligations, so it's important to use extra caution and never cut ethical corners.**



### Connect With Us

If you are uncertain about how to engage with a government customer or have questions about a government contract, speak to your supervisor or reach out to Zebra's Legal Department.

### Connect to Our Policies

Anti-Bribery and Anti-Corruption Policy  
 Gifts and Entertainment Policy  
 Government Contracting Addendum

#### QUESTION

You are currently working with the chief information officer of a government agency for a sales opportunity. The chief information officer mentions that she is retiring in a few months and after retirement intends to continue working in the IT space in the private sector. She thinks Zebra would be a great company to work for and asks whether we are hiring. Should you discuss this with her?

#### ANSWER

No. The Government Contracting Addendum prohibits discussing future employment with, or offering or promising to offer future employment to, a government employee.

## Closing Thoughts



Thank you for reading Zebra's Code of Conduct. By taking its guidance to heart, you're showing your commitment to our Values and our future. We ask that you keep the Code in mind, use it often and let it serve as your guide to your good works and good decisions.

If you have any questions about what you've read in the Code, please speak up. Ask your supervisor for help or contact one of the Contacts and Resources listed in the Code. We also welcome your questions or thoughts about the Code or any of our Company policies.

At Zebra, we're creating new ways of working that make everyday life better for organizations, their employees and those they serve. As Zebra Nation, together, we accept responsibility for doing business with integrity and creating an environment where everyone can grow, develop and contribute to Zebra's success.





## Resources, Contacts and Policies



Zebra has a variety of options for you to seek guidance and report concerns:

Issues or Concerns	Contact
To ask questions, report potential misconduct or other ethical concerns	<p>Your immediate supervisor, the People team or a member of Zebra's Compliance and Ethics Department for assistance.</p> <p>Or to report using the <b>"Make the Right Call"</b> hotline either:</p> <p><b>Go online</b></p> <p>Visit <a href="https://tnwgrc.com/zebra">tnwgrc.com/zebra</a></p> <p><b>Call toll-free</b></p> <p>In the United States or Canada – 888-361-5808</p> <p>For other countries, visit <a href="https://tnwgrc.com/zebra">tnwgrc.com/zebra</a> to locate your country phone number to place a toll-free call.</p>
For legal questions	<a href="https://zebra.sharepoint.com/sites/zLegal">https://zebra.sharepoint.com/sites/zLegal</a> or contact <a href="mailto:zebralegal@zebra.com">zebralegal@zebra.com</a>
For financial questions	<a href="https://zebra.sharepoint.com/sites/zFinance/sitepages/our-team.aspx">https://zebra.sharepoint.com/sites/zFinance/sitepages/our-team.aspx</a>
For People (HR) inquiries	<a href="https://zebra.sharepoint.com/sites/zHR">https://zebra.sharepoint.com/sites/zHR</a>
For information about Company benefits	<a href="https://zebra.sharepoint.com/sites/zRewards/SitePages/Benefits.aspx">https://zebra.sharepoint.com/sites/zRewards/SitePages/Benefits.aspx</a>
To report a security issue	<a href="https://zebra.sharepoint.com/sites/zProtect/SitePages/Reporting-a-Security-Incident.aspx">https://zebra.sharepoint.com/sites/zProtect/SitePages/Reporting-a-Security-Incident.aspx</a>
For media inquiries	<a href="https://www.zebra.com/us/en/about-zebra/newsroom/press-contacts.html">https://www.zebra.com/us/en/about-zebra/newsroom/press-contacts.html</a>
For inquiries from shareholders or investors	<a href="mailto:InvestorRelations@zebra.com">InvestorRelations@zebra.com</a>
For all policies and contacts listed in this Code	<a href="https://zebra.sharepoint.com/sites/zCEP/SitePages/Zebra's-Code-of-Conduct.aspx">https://zebra.sharepoint.com/sites/zCEP/SitePages/Zebra's-Code-of-Conduct.aspx</a>

Zebra supports your right to speak out publicly about matters of public concern or to engage in certain activities related to the terms and conditions of your employment. Nothing in this Code or in any of our policies is intended to limit or interfere with your right to engage in those activities protected under Section 7 of the U.S. National Labor Relations Act, such as discussions about wages, hours, working conditions, health hazards and safety issues.