

**FIFA**<sup>®</sup>

# Code of Conduct

for Third Parties



# Our vision

FIFA's vision involves football uniting the world. We want to help it to reach its potential in every part of the planet. We want to make the game truly accessible and inclusive so that everyone who wants to play can join in, wherever they are.

We cannot do it alone. Our partners – the people we do business with and work with – all play a vital role in moving football forward.

At FIFA, we want to work with people and organisations that share our values. We believe that working in football brings great opportunities as well as great responsibilities; we do not tolerate wrongdoing from our team members and we hold the people we do business with to the same high standards.

This code helps our third parties do the right thing. Football unites the world, and this code of conduct unites us as we work together to bring the game we all love to even more people and places. Thank you for your support.



# Who is this code of conduct for?

**This code applies to everyone who does business with FIFA:** the freelance workers, suppliers and business partners we work with, including their employees. Throughout the code, we call this group of people our third parties.

We define our **third parties** as organisations or individuals who do business with FIFA, for example freelancers, suppliers or business partners. The term does not include FIFA team members.

# Why is the code important?

**Following the code is a condition of doing business with FIFA:** we require all of our third parties to read, understand and follow the code and our regulatory framework. Any breaches of the code may lead to FIFA ending our business relationship with you. If you have any questions or require support in this regard, you can contact FIFA Compliance at [compliance@fifa.org](mailto:compliance@fifa.org).

## Our values

- Fair play
- Team spirit
- Impact on people and the planet
- Transparency
- Innovation

# Message from the Secretary General

FIFA is committed to uniting the world through football and, through FIFA's Strategic Objectives for the Global Game: 2023-2027, the FIFA President has clearly laid out the perfect playbook to achieve our goals. Just as importantly, we are firmly committed to always acting ethically and in the best interests of the football community.

To do this, it is imperative that we work with third parties who share our commitment to integrity and transparency. That is why we have provided you with this code of conduct, which details our key values, guides our decision-making process, and is the blueprint for how we will do business together.

To be at our best for football, our collaboration should be based on the five pillars that form the core of our code of conduct:

- 1. Fair play:** acting with honesty and integrity
- 2. Team spirit:** working with and for each other
- 3. Impact on people and the planet:** contributing to a future we all share
- 4. Transparency:** being open to scrutiny
- 5. Innovation:** exploring new ideas and opportunities

By keeping these five pillars at the heart of what we do together, we can ensure that our efforts towards our common goals contribute to making FIFA an organisation that the football community can be proud of because it puts ethics first and acts with integrity.

Every action of every FIFA employee and third party contributes to our culture. Everything we work towards depends on our actions being forward-thinking, trustworthy and transparent. Football fans, FIFA member associations and our stakeholders rely on us to act with integrity for the good of the sport.

I look forward to us all bringing the world closer together through football within the spirit and the scope of this code of conduct.



**Mattias Grafström**  
FIFA Secretary General



# Raising concerns

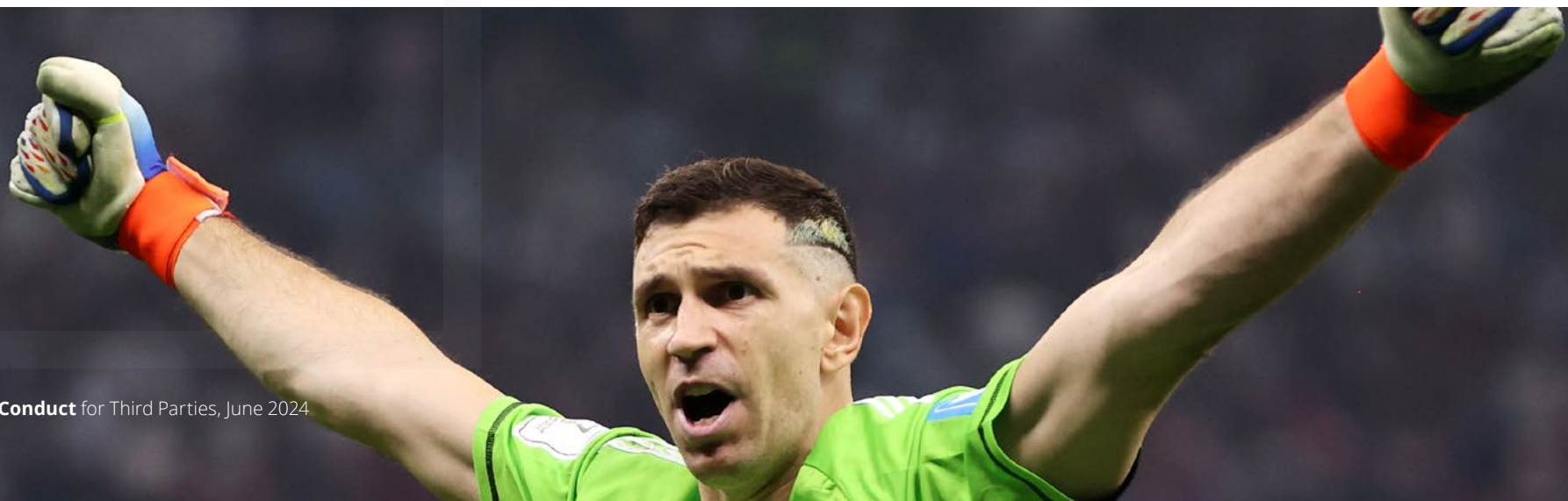
We require all of our third parties to follow the highest ethical standards, including by raising concerns if they spot any wrongdoing or potential wrongdoing. That means that if you see or suspect a violation, or potential violation, of the code you must report it to us.

## What happens after you have made a report?

We commit to investigate all reports carefully and thoroughly. As far as possible, we will treat them in the strictest confidence. Our non-retaliation policy protects the person making the report, as long as it was made in good faith, from any negative action.

## How to make a report

Use our [FIFA Compliance Pocket Guide – Raising Concerns for Externals](#) to help you report a violation or a suspected violation.



# Fair play

## Protecting positive values in football

### Getting it right wherever we play

We serve 211 member associations around the world. Together, we believe that football is more than just a game – it is a way to change the world for the better. But to make change happen, we must be principled and be positive role models. That is why we require our third parties to follow all applicable laws and regulations in the places where we operate.

### Gifts and hospitality

We do business the right way. It is OK to accept and offer small gifts, reasonable meals and hospitality where there is a legitimate business purpose, but you must never offer or accept gifts or other hospitality in exchange for an improper advantage. You can find out more in our [FIFA Compliance Pocket Guide – Gifts and Hospitality](#).

### Zero tolerance for bribery and corruption

**Our third parties must comply with all relevant anti-corruption laws and international standards. Taking part in corruption breaks our code and could have serious consequences.**

Third parties may not receive, offer, promise to pay, pay, or organise the payment of bribes to any person or organisation to get or keep business, a commercial advantage or influence over actions or decisions. This includes making such promises or offers to government officials, organisations or individuals inside or outside FIFA.

If you spot [any corrupt or potentially corrupt activities](#), you must report them to FIFA Compliance immediately. You should also contact FIFA Compliance if you are unsure whether a payment is legitimate, or if you have any questions about anti-corruption.

Bribery is the offer of anything valuable with the intent to gain an improper business advantage.

### Trade controls

Many countries have customs laws and trade controls governing the import and export of products and services. Third parties must comply with all trade controls at all times.

### Betting and manipulation

We do not tolerate any form of manipulation or influencing of match results – it is our job to play fair and uphold the integrity of our matches and competitions. Contact us at [integrity@fifa.org](mailto:integrity@fifa.org) to report any suspected breaches.

# Fair play

## Protecting positive values in football

### Anti-money laundering

We only work with reputable third parties. We act for legitimate business purposes, and only ever use legitimate funds. As a third party, we require you to recognise signs of potential illegal activity, such as offers to pay in cash, unusual fund transfers or unusual payment terms, and act accordingly.

**Money laundering** means concealing the proceeds of illegal activity, or trying to make illegal funds look legitimate.

### Political neutrality

FIFA is politically neutral and does not make political contributions. You must not use our funds or resources for political activities.

### Taking care of our property

Our third parties are required to protect FIFA's assets, and to use common sense when handling our equipment and information.

**Assets** include office supplies, tickets, computer hardware and artwork, as well as less tangible things like ideas, processes, trademarks and software.

### Confidential information

**Doing business with FIFA means that you may have access to confidential information, like business plans, contract terms, financial information, work methods and processes. You may be asked to sign a confidentiality agreement before we share information like this with you.**

You may need to share our confidential information with your own employees so that they can do their job. This must only ever be on a need-to-know basis. You or your employees must never share our confidential information with a third party, even after you stop working with FIFA.

### Intellectual property: our brand and our ideas

Our brand, which includes our names, logos, designs, event titles, symbols and assets, is known worldwide and is instantly recognisable. Our intellectual property includes our team members' ideas, artwork, processes and any other materials they help create. Our brand and intellectual property belong exclusively to FIFA and may not be copied or used unless you have been specifically authorised by your FIFA contact.

# Team spirit

## Making the most of football's development

### A culture of respect

Our relationships with our team members and our member associations, as well as with confederations, officials, fans, players, partners, sponsors and third parties, are important to us. We always treat others in the way we expect to be treated, and we expect our third parties to act in the same way.

Our working relationships must meet the values and spirit of our code of conduct. Everyone connected with football must be treated with fairness, respect and dignity. Our third parties must promote a positive work environment by treating others professionally and with mutual respect. We do not tolerate discrimination, sexual harassment or abuse of power of any kind.



# Impact on people and the planet

## Ensuring responsible business practices

### Sustainability

FIFA is a responsible global citizen. We want football to be a force for good, so we always act sustainably: that means doing the right thing, carefully managing any risks and making the most of every opportunity to improve people's rights, well-being and economic development, as well as caring for our planet.

We expect our third parties to do the same. They must assess and measure how the work they do for FIFA impacts football, society, the environment and the broader economy, as well as avoid or mitigate negative impacts in their organisation and supply chain.

### Human rights

**Football is more than just a game. Football unites the world.** That brings with it a special responsibility to preserve the dignity and equal rights of everyone who takes part in our activities.

In line with [FIFA's Human Rights Policy](#), we respect all internationally recognised human rights and promote the protection of these rights in all our activities. All our third parties are required to comply with the United Nations' Guiding Principles on Business and Human Rights while working with FIFA.



# Transparency

## Increasing global competitiveness

### Communication and protecting our reputation

We aim to be transparent and communicate openly about how we grow the game and operate our business. Our third parties can expect an honest and open business relationship when working with FIFA – and we expect the same in return.

Every time we work with a third party, FIFA is exposed to potential reputational damage, so it is important that our third parties follow the process to help us identify potential partners that do not meet [our standards](#).

### Talking to the media

The best teams play to their strengths – only authorised, trained team members can speak to the media on FIFA's behalf. If you receive a media request to talk about FIFA, please redirect it to the FIFA Communications Division at [media@fifa.org](mailto:media@fifa.org). Third parties may not speak to the media on FIFA's behalf or discuss their relationship with FIFA in the media.

### Social media

The things we post on our personal social media accounts can reflect on FIFA. You should always be aware of this. Make it clear that your social media posts reflect your own personal opinion, not FIFA's views. Never post content that does not reflect our culture of respect, even on your private accounts.

When attending events, you are bound by the terms of your accreditation. That means you should never post video content from FIFA events, and you should use discretion when publishing text or photos. Do not publish anything that could compromise your relationship with FIFA, including content that could damage our reputation, or harm the reputation of our team members.

# Transparency

## Increasing global competitiveness

### Working with other people

In life, we are judged by the company we keep. It is no different in business. Many third parties naturally work with their own freelancers, suppliers and other business partners when they are dealing with FIFA. If this applies to you, you must make sure that the people you choose to work with follow our shared values and meet our high standards.

You must carefully research the parties with whom you agree to work so that you do not inadvertently work with anyone who could damage FIFA's reputation or brand. [Our Pocket Guide](#) explains how to carry out due diligence on any potential third parties.

### Keeping records

We generate lots of information and data in our work. All third parties are required to maintain, keep and destroy any records or data relating to our working relationship in line with all applicable legal and regulatory requirements.

### Privacy

Third parties must handle the data entrusted to them with care and only collect and use personal information for lawful purposes. You must comply with applicable laws when transferring personal information across international borders.

Third parties should only give access to data to people who need it to do their job. You must take adequate steps to prevent unauthorised people from [accessing that data](#).

### Playing fair

Third parties share FIFA's duty to protect players from harm and to compete on a level playing field.

### Conflicts of interest

Third parties should avoid situations that conflict – or could appear to conflict – with FIFA's interests. Conflicts of interest can be real or perceived; both matter.

Conflicts of interest can happen to anyone – it is what you do about them that is important. If you think there is an actual, perceived or potential conflict of interest, speak to FIFA Compliance immediately. They will work with you to manage the conflict. [Our Pocket Guide](#) has more information, including a handy checklist.

**Conflicts of interest** happen when you have, or may have, personal relationships, interests or activities that affect your relationship with FIFA.

# Innovation

## Impacting society through the power of football

### Leading the way

It is our job to guide football and the global football community in a rapidly changing world. Three main themes shape our world: globalisation, technology, and the demand for greater transparency and accountability. We have made great strides to embrace these themes at FIFA, with our member associations and stakeholders and in our relationships with our valued third parties.

This code, and the reformed governance structure we launched in 2016, sets out the way forward for strong, ethical relationships with the people with whom we do business. We want to work with our third parties, sharing learning and expertise, to make the footballing community even more vibrant. Together, we share the same vision: to unite the world through football while celebrating everything that is good about the beautiful game.



## Our languages

This code has been issued in English, French, Spanish and German. If there are any differences in interpretation or translation, the English text is definitive.

## Approval and enforcement

This code of conduct was issued and approved by the Secretary General on 9 October 2020 in accordance with article 15 paragraph 6 of the FIFA Governance Regulations and came into force on 12 October 2020. It was updated on 3 June 2024.

Zurich, 3 June 2024

FIFA Secretary General  
**Mattias Grafström**

