

CONSULTEX Code of Ethics and Professional Conduct

*for Management Consulting Services
and the Responsible Use of Artificial
Intelligence*

Developed by CONSULTEX taking into account the recommendations of ISO 20700:2017 — Guidelines for Management Consultancy Services.



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Document Status

Status: CONSULTEX document, recommended for use in client relationships and in CONSULTEX public communication.

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Application: current business activity, preparation of proposals, contracting, project delivery, cooperation with associated partners, and CONSULTEX public communication, including the website, social media, publications and other communication channels.

Professional basis: principles of management consulting, international good practice, ISO 20700:2017 – Guidelines for Management Consultancy Services, and CMC-Global standards regarding the responsible use of AI in the delivery of consulting services.

Preamble

CONSULTEX provides consulting services in a professional, responsible and value-oriented manner. This Code sets out the principles that guide CONSULTEX in the delivery of consulting projects, from diagnosis and analysis to the development of recommendations, preparation of deliverables and public communication.

As artificial intelligence becomes increasingly relevant in the consulting profession, CONSULTEX treats AI as a useful tool for improving efficiency, structuring information and strengthening analytical work. However, AI is not a substitute for professional competence, practical experience and human managerial judgement.

CONSULTEX Statement

We use modern tools, including artificial intelligence, to improve efficiency and analytical depth, while keeping professional responsibility, confidentiality, objectivity and the client's interests at the centre of every project.

1. Purpose and Scope

This Code applies to all services provided by CONSULTEX, including business plans, development strategies, market analysis, marketing, sales, export, organisational management, process optimisation and other related consulting projects.

The purpose of this document is to define CONSULTEX standards of professional conduct, clarify how client interests are protected, and set out the principles for the responsible use of technologies, including AI, in consulting work.

The Code is a public document and may be used by clients to understand how CONSULTEX works, what commitments it undertakes and what professional boundaries it observes.

2. CONSULTEX Professional Values

CONSULTEX is guided by a set of professional values that shape the way the company works with clients, analyses business issues and formulates recommendations. These values are not merely declarative. They serve as practical reference points in every consulting engagement.

Empathy

CONSULTEX starts each project by developing a real understanding of the client's context: the nature of the business, its stage of development, internal constraints, available resources, market challenges and strategic objectives.

Professional empathy does not mean automatically validating the client's initial opinion. It means understanding the situation from the client's perspective and developing solutions that address the actual needs of the business. This approach enables CONSULTEX to provide recommendations that are grounded in the client's real situation, rather than applying theoretical models mechanically.

Clarity

CONSULTEX places strong emphasis on structuring information and communicating conclusions in a logical, coherent and understandable way. In consulting projects, large volumes of data, opinions and alternative courses of action can create confusion and delay decision-making.

The role of CONSULTEX is to transform complex information into clear conclusions, well-argued options and practical directions for action. Clarity helps the client understand the core issue, compare alternatives and make informed management decisions within a reasonable timeframe.

Pragmatism

CONSULTEX develops realistic and feasible solutions that are adapted to the client's resources. Recommendations take into account implementation capacity, budget, available competencies, timing, operational risks and the organisation's level of maturity.

Pragmatism means focusing on action, prioritisation and measurable outcomes. CONSULTEX avoids recommendations that are overly theoretical or difficult to implement and seeks to ensure that consulting deliverables can be translated into concrete implementation steps.

Professional Integrity

CONSULTEX acts with honesty, transparency and professional responsibility in every client relationship. Professional integrity includes maintaining confidentiality, protecting the client's legitimate interests, avoiding conflicts of interest and providing objective conclusions, even when such conclusions may be uncomfortable.

CONSULTEX does not make unrealistic promises and does not recommend solutions outside its professional competence. In all engagements, the priority is to provide consulting support that is sound, balanced and aligned with high standards of professional ethics.

3. Competence, Professional Boundaries and Cooperation Model

CONSULTEX follows the principle "Practice what you preach": consulting services are provided in areas where CONSULTEX has practical experience, relevant expertise, managerial understanding and the ability to assess the implications of its recommendations.

In projects requiring specialised expertise — legal, tax, technological, financial, engineering, IT, data science or other narrow professional areas — CONSULTEX may involve relevant experts or specialised partners.

The use of artificial intelligence does not justify exceeding professional competence. If a subject falls outside the area of CONSULTEX expertise, this must be communicated to the

client, and the solution must be developed together with relevant specialists and/or with AI used only as a supporting tool.

CONSULTEX does not overstate its competencies, certifications or experience. In communication with clients and in commercial proposals, qualifications are presented accurately and proportionately.

4. Client Relationship, Independence and Objectivity

CONSULTEX relationships with clients are based on trust, clear communication and mutual respect. CONSULTEX seeks to understand the client's context, including objectives, resources, constraints, market situation, organisational culture and the real level of readiness for change.

CONSULTEX recommendations may confirm or challenge the client's initial assumptions. CONSULTEX has a professional duty to provide honest conclusions, including when they are uncomfortable or differ from the client's initial expectations.

CONSULTEX does not provide standardised solutions without taking the context into account. CONSULTEX approaches and recommendations are adapted to the client's resources, constraints and specific situation.

CONSULTEX does not engage in internal political games within client organisations, power struggles, interdepartmental rivalries or the personal interests of individual stakeholders. The role of CONSULTEX is to analyse the situation objectively, professionally and in a balanced manner, based on available information, relevant facts and the overall interests of the organisation.

CONSULTEX conclusions and recommendations are not intended to favour any individual, internal group or informal agenda. Their purpose is to identify solutions that can improve performance, support clearer decision-making and contribute to the sustainable development of the client.

5. Confidentiality and Data Protection

CONSULTEX treats the client's commercial, financial, operational, strategic and personal information as confidential. Access to such information is limited to the persons involved in the project and to the agreed purposes of the engagement.

Client data will not be entered into AI tools, online platforms or applications that may store, reuse, train models on or expose such information, unless appropriate technical, contractual and legal safeguards are in place.

Where possible, data used in analysis is anonymised, aggregated or limited to what is strictly necessary for the project. CONSULTEX complies with client instructions regarding restrictions on the use, storage and transfer of information.

When external partners or experts are involved, information is shared only to the extent necessary for the project and, where appropriate, subject to confidentiality obligations.

6. Quality of Deliverables and Professional Responsibility

CONSULTEX reports, business plans, strategies, analyses and recommendations must be clear, well-argued, coherent and useful for management decision-making.

Important data, calculations, estimates, assumptions, sources and conclusions must be critically reviewed before the deliverable is submitted to the client. Where uncertainty exists, it must be disclosed rather than hidden.

CONSULTEX does not submit automatically generated outputs as final professional work. Any material prepared with the support of AI, software, databases or other tools is reviewed, adapted and professionally assumed by CONSULTEX.

In final deliverables, CONSULTEX will, where reasonably appropriate, distinguish between facts and assumptions when such distinction may significantly influence the client's decisions and/or the impact on the business. In such cases, relevant assumptions will be clearly identified as assumptions or working hypotheses, so that the client can understand the level of certainty behind the conclusions and the risks associated with decisions based on those assumptions.

7. Responsible Use of Artificial Intelligence

Artificial intelligence may be used for structuring ideas, summarising information, preliminary research, drafting, translation, data analysis, generating alternatives, performing checks and improving the efficiency of the consulting process.

AI does not replace the professional judgement of the consultant. CONSULTEX remains responsible for conclusions, recommendations, wording and the accuracy of information.

AI-generated outputs must be checked for accuracy, relevance, logical consistency, calculation errors, non-existent sources, speculative conclusions and alignment with the local context and the client's specific situation.

CONSULTEX reviews materials prepared with the support of artificial intelligence in order to reduce the risk of bias, interpretation errors, discriminatory conclusions or recommendations that are not appropriate to the client's context. AI outputs are treated as preliminary analytical support, not as final truth.

The conclusions and recommendations delivered to the client are validated through professional experience, critical analysis and reference to the client's actual situation and the specific nature of the project.

CONSULTEX does not use AI to produce recommendations in regulated or technically complex areas without involving the necessary specialists. In such cases, AI may support the structuring of information, but it does not replace qualified expertise.

For AI uses that may have a significant impact on people — employees, end customers, access to services, restructuring, evaluations or sensitive decisions — heightened caution, risk assessment and meaningful human oversight are required.

CONSULTEX avoids disproportionate use of AI. If a simpler, safer and effective method can deliver a comparable result, that method may be preferred.

8. Transparency with Clients and Informed Consent

The client must be informed when AI makes a significant contribution to the working methodology, analysis, recommendations or deliverables. Such communication must be clear and proportionate to the significance of the AI use.

Where AI is used with personal data, sensitive information about the company and/or employees of the client company, or where AI use may have a significant impact on the client, CONSULTEX must obtain the client's consent and clarify the relevant risks and limitations.

9. Intellectual Property, Methodologies and Public Communication

The methodologies, analytical structures, working models, templates, tools and materials developed by CONSULTEX remain the intellectual property of CONSULTEX, while respecting the client's rights to the data and information provided by the client.

CONSULTEX takes reasonable steps to ensure that materials prepared with the support of AI do not infringe copyrights, trademarks, licences or other intellectual property rights of third parties.

The use of project results or sensitive client information in a portfolio, case studies, on the website or in social media is permitted only with the client's consent, except for publicly available information or situations permitted by contract.

In public communication, CONSULTEX avoids exaggeration, promises of guaranteed results and statements that may mislead regarding certifications, professional affiliation or the capabilities of AI tools.

10. Implementation, Review and Continuous Improvement

This Code must be applied in CONSULTEX current activity, including the preparation of proposals, contracting, project delivery, cooperation with partners and public communication.

CONSULTEX will periodically review this Code, especially in light of developments in AI technologies, legislative changes, experience gained in projects and international good practice.

Any situation involving ethical risks, conflicts of interest, pressure on objectivity, breach of confidentiality or problematic use of AI must be reviewed and corrected in a timely manner.

By publishing this Code, CONSULTEX communicates to clients and partners its commitment to professional, responsible and transparent consulting adapted to the realities of the contemporary business environment.

11. Note on the Professional Reference Framework

The CONSULTEX Code of Ethics and Professional Conduct has been developed taking into account ISO 20700:2017 – Guidelines for Management Consultancy Services, as well as international good practice regarding the responsible use of artificial intelligence in consulting.

This approach is also supported by the fact that Ruslan Nastas, founder of CONSULTEX, completed training in ISO 20700:2017 – Guidelines for Management Consultancy Services within the CMC-Global programme.

CONSULTEX provides consulting services based on experience, responsibility and the intelligent use of technology.