

Code of Conduct — Essential Standards

As TGF guides, we:

Respect people

Treat guests, colleagues and local residents with respect. Disagreements are okay; harassment, bullying, threats, discrimination and personal attacks are not.

Put safety first

No commercial interest comes before the safety of guests, guides, residents or others. Follow laws, safety procedures and local conditions, and help others when necessary.

Protect the places where we work

Take all waste with us, respect nature and wildlife, follow local rules and fire restrictions, and **leave places better than we found them.**

Respect local communities

Do not unnecessarily block roads, driveways or access. Keep noise and groups under control around homes and cabins, and respond respectfully to residents' concerns.

Represent Tromsø responsibly

Be honest with guests. Distinguish facts from opinions and stories, avoid stereotypes and treat Sámi and other local cultures with respect.

Respect other guides

We are competitors in business, but colleagues in the guiding profession. Share space reasonably, do not deliberately disrupt another guide's work, and resolve disagreements calmly and privately whenever possible.

Keep TGF communication constructive

Strong opinions, criticism, humour and frustration are allowed. Personal attacks, harassment, threats, discrimination, targeted humiliation, doxxing and deliberate escalation are not.

Keep competition fair

Do not use TGF channels to agree prices, divide customers or markets, organise boycotts, exclude competitors or exchange commercially sensitive information in breach of the law.

Take responsibility

Address problems constructively whenever possible: **talk → listen → solve → report when necessary.** Immediate safety concerns should always be addressed without delay.

If these standards are seriously or repeatedly breached

TGF may respond proportionately through moderation, warnings, restrictions, suspension or membership consequences, in accordance with the association's rules and procedures. Members involved in formal cases should be given a fair opportunity to respond.