

Code of Ethics



Principle 1

We strive to conduct our activities related to sales, support, and advice towards ourselves and our customers based on fundamental ethical principles.

Principle 2

Our objective is to maintain or enhance the quality of our services and offerings through a manageable, relevant quality management system.

Alignment of Promises and Delivered Services

We uphold what we promise in terms of consultation, support, advertising, and products.

Protection of the Privacy of Customers and Employees

We safeguard the privacy of our customers and employees.

Contribution to Sustainable Health Promotion

We perceive our offerings and services as a contribution to the promotion of individual and societal health, considering its social structures.

Encouragement of Lifestyle Reflection

Our offerings and services encourage the examination and reflection of one's own lifestyle.

Recognition of Own and Customer's Limits

We acknowledge the limits and possibilities of our customers, employees, and ourselves, including our competencies.

Scientific Basis of Thinking and Acting

We base our thinking and actions on the principles of natural and social sciences.

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