



manual

All Functional Roles - Business Conduct Policy

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About Imation's Business Conduct Policy

Introduction

Imation is recognized worldwide as a highly competitive, successful company that upholds the highest standards for ethical, law-abiding business practices. At the same time, the Company faces increasing competitive pressures and complex government regulations.

Maintaining Imation's reputation and competitive position requires that all employees uphold strict compliance with Imation's business conduct policies, government regulations and applicable laws. Doing so reduces the potential for violations of applicable laws, loss of reputation and business opportunities, as well as substantial fines, penalties, or severe civil and criminal sanctions.

Periodically, Imation updates the company's business conduct policies and its corporate values to assist employees in carrying out these important compliance responsibilities, and to offer direction regarding management's expectations for employee conduct. Imation's *Business Conduct Officer* oversees employee and company compliance with Imation's business conduct policies and applicable laws. Its duties and responsibilities also are described in this manual.

All employees are encouraged to re-familiarize themselves with Imation's business conduct policies each year. See Reporting Suspected Violations and Seeking Clarification of this Policy for questions regarding Imation's business conduct policies or about the lawfulness or propriety of individual or business activities.

The provisions of the Imation Business Conduct Policy Manual contained herein supersede the provisions of all previous business conduct policies, and all such previous policies are hereby revoked.

Nothing contained in the Imation Business Conduct Policy Manual or other business conduct communications is intended to create or imply a contract for either employment or for the provision of any benefit. Employment with Imation is at will.

Business Conduct Information Line

Information and Copies

The Imation Business Conduct Policy Manual is available in iCap and in hardcopy form. For information about any business conduct policy and to obtain copies of related policies, call the *Business Conduct Information Line*.

 Toll-free *Business Conduct Information Line* **1-888-704-3400**

 Local (Oakdale) *Business Conduct Information Line* **651-704-3400**

Statement of Imation Corporate Values

Imation is committed to:

1. Satisfying our customers with superior quality and value.
2. Providing investors with an attractive return through sustained, high-quality growth.
3. Our principles,
 - We will value and respond to our customers at all times, making them our first -- and most significant -- priority.
 - We will value and respect our employees and our diversity, and become better at listening to each other.
 - We will uphold the highest levels of integrity and honesty both as individuals and as a company, and we will meet our commitments.
 - We will protect the safety of our employees and quality of our environment.
 - We will be dedicated to the highest quality in all of our activities and operations, and measure it aggressively.

- We will be a global company with focus on all regions of the world, valuing all opportunities, cultures, and customer requirements.
4. Being a company of which employees are proud to be a part.

Compliance with Laws and Imation Business Conduct Policies

Applicability

Imation business conduct policy applies to Imation Corporation and its subsidiary employees worldwide. Although the business conduct policy references employees, this policy also applies, where appropriate, to Imation's Board of Directors.

Your Compliance Responsibilities

Imation employees worldwide are expected and directed to comply with all laws and Imation's business conduct policies relating to their Imation business activities. It is each employee's responsibility to know and understand legal and policy requirements as they apply to their job, to follow the advice of Imation legal counsel, and to notify management when they believe a violation of law or these policies has occurred. It is also each employee's responsibility to cooperate with Imation management and any external authorities in any investigation regarding violations of law or corporate policy.

Supervisors and managers have additional responsibilities for the business conduct of employees, consultants and contingent workers under their supervision:

- To make sure they know and comply with applicable laws and Imation policies that relate to their Imation business activities.
- To prevent violations of laws and Imation policies.
- To detect and report violations of laws and Imation policies.

Discipline Of Employees Who Violate The Law Or This Policy

Employees who violate the law or who violate any Imation business conduct policy and who do so without seeking the advice of Imation legal counsel or the advice of subsidiary legal counsel, or who act contrary to that advice, will be subject to appropriate discipline up to and including termination of employment.

Employees who deliberately withhold information concerning another employee's violation of law or these policies also will be subject to appropriate discipline. Employees who have knowledge of a compliance issue but who may be concerned about retaliation should use the Business Conduct Information Line and, to the extent possible, may remain anonymous.

Modification To and Waivers From This Policy

Change in the economy, markets, technology and government regulation is inevitable. Imation is committed to reviewing its policies, and therefore, the Imation Business Conduct Policy Manual is subject to modification. Imation reserves the right to change, amend or terminate any/or all of the provisions contained in these policies at any time without prior notice. Imation retains discretion to interpret the provisions of these policies and to vary from those provisions if it chooses to do so. The provisions of the Imation Business Conduct Policy Manual contained herein supersede the provisions of all previous business conduct policies, and all such previous policies are hereby revoked. Waivers from this policy for executive officers, senior financial officers or directors may be made only by the Board of Directors. Waivers from and changes to this policy will be promptly disclosed to shareholders as required by law or stock exchange regulation.

Nothing contained in the Imation Business Conduct Policy Manual or other business conduct communications is intended to create or imply a contract for either employment or for the provision of any benefit. Employment with Imation is at will.

Penalties For Violations Of Laws










Employees who violate the law expose themselves and Imation to substantial criminal fines, prison terms and civil damages. For example, if you knowingly or recklessly make a written or oral false statement to a federal employee, such as by signing a false government certification form, you can be imprisoned for up to five (5) years and be personally fined up to \$250,000. As another example, if you are convicted of a criminal violation of U.S. antitrust laws, you can be imprisoned for up to three (3) years and be personally fined up to \$350,000 for each violation. In both cases, Imation is not permitted to reimburse you for your fines. Other federal and state statutes provide significantly longer prison terms. Similar laws also exist outside the U.S.

Imation also can face significant fines if you violate the law. For example, a number of U.S. laws require convicted corporations to pay civil fines equal to twice the monetary gain derived from the violation or twice the loss suffered by the victims. For a large company, these fines can easily amount to millions of dollars.

Imation also can be forced to pay three times the amount of actual damages to parties who are injured by your violations of the law, amounts that can be far greater than the criminal penalties imposed by the government. Injured parties also can force Imation to pay their attorney's fees and litigation expenses that can total millions of dollars. In certain situations, the government and injured parties can obtain court injunctions that can severely hurt Imation's ability to continue operating the affected business.

Reporting Suspected Violations and Seeking Clarification of this Policy

Protecting Imation's reputation is every employee's responsibility. If you believe another Imation employee, (including part-time and temporary employees), consultant or contingent worker or an Imation business unit is violating the law or Imation policies or is engaging in activities on Imation's behalf that otherwise could damage Imation's reputation, or if you have questions regarding the law or Imation policies, you should bring your information or questions to the attention of your management or, if you wish, to the attention of one or more of the following:

-  the head of your organization, department or business unit.
-  Imation legal counsel in Legal Affairs or subsidiary legal counsel.
-  Imation Internal Auditing **651-704-5315**.
-  your Human Resources Manager.
-  the Imation Business Conduct Officer **651-704-3831**.
-  the toll free *Business Conduct Information Line* **1-888-704-3400**.
-  the local (Oakdale) *Business Conduct Information Line* **651-704-3400**.
-  the Business Conduct e-mail address: businessconductofficer@imation.com
-  the Business Conduct mailing address:

Imation

Attention: Business Conduct Officer

PO Box 64898

St. Paul, MN 55164-0898

Protection Against Reprisal

In order to encourage employees to report violations, employees are assured that, where possible, confidentiality will be maintained of all reported incidents. To allay fear of retribution, employees are permitted to make anonymous reports of violations of the law or Imation policies.

To the extent possible and as permitted by law, Imation will take reasonable precautions to maintain the confidentiality of those individuals who report legal or compliance-related violations. This confidentiality will include both the confidentiality of the person making the report and the person about whom the report is made.

Anyone who violates an employee's right to confidentiality or anonymity in connection with a reported incident will be subjected to disciplinary action, up to and including termination of employment.

It is absolutely forbidden for any employee to punish or conduct reprisals against another employee who has reported a suspected violation of the law or of the Imation business conduct policies in good-faith.

Malicious Reporting

Imation requires its employees to make good-faith reports of possible violations of the law or of business conduct policies. Imation recognizes, however, that individual employees can abuse the compliance program to make unfounded accusations against other employees in order to harass them or to exact revenge for personal disputes. For this reason, Imation reserves the right to investigate the motive or credibility of persons who make reports when there is a valid reason to do so.

Investigation




At its discretion, the Company may use any resources necessary to investigate alleged breaches of any of these policies, laws or regulations. This role is most frequently performed by Imation Internal Audit or Imation Security at the direction of Imation's Business Conduct Officer. These investigations most often involve prior consultation with business or subsidiary personnel as appropriate. In certain instances alleged breaches of policy may be investigated by appropriate business unit or subsidiary personnel. However, such investigations should be undertaken only after consultation with the Imation Business Conduct Officer, Imation Internal Audit or Imation Legal Affairs.


Ethical Business Conduct Guidelines and Fair Dealing

An important purpose of Imation's business conduct policies is to protect and enhance Imation's worldwide reputation as a law-abiding and ethical company. Maintaining and enhancing this reputation is vital to our future success.

As stated in our Corporate Values, Imation is committed to the highest integrity and honesty which includes complying with all laws and meeting or exceeding regulations wherever we conduct our business activities. The company expects you to know and comply with laws and with Imation policies that apply to your Imation activities and to conduct your Imation activities with uncompromising honesty and integrity. You have access to Imation legal counsel to help you comply with the law. You must follow the advice of Imation legal counsel when to do otherwise will lead to a violation of law. Each employee should deal fairly with Imation's customers, suppliers, competitors and employees. No one should take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts or any other unfair dealing practices.

Some business activity is not governed by any law and some laws and regulations set unacceptably low standards of behavior for Imation. In these circumstances, you should be comfortable answering "yes" to the following questions before taking your contemplated action:

-  Is my action the "right thing" to do?
-  Can my action stand public scrutiny?
-  Will my action protect Imation's reputation as an ethical company?

 If your answers are not unqualifiedly "yes," you should review your proposed action with your management or with Imation legal counsel before proceeding. See Reporting Suspected Violations and Seeking Clarification of this Policy for additional contact information.

Business Conduct Officer

The Imation Business Conduct Officer addresses ethical and legal compliance issues in a coordinated and formal way. The Officer has overall responsibility to establish compliance standards and procedures and oversee

compliance with the Imation Business Conduct Policy Manual and the law. The Officer's duties and responsibilities include, but are not limited to, the following:

- Review, establish and administer these Imation business conduct policies so as to assure that Imation has in place effective programs to prevent and detect violations of the policies and the law.
- Assure that Imation's business conduct policies are communicated effectively to employees through education and training programs, publications and other appropriate means.
- Assure that reasonable steps are taken to achieve compliance with the policies throughout the organization by using appropriate monitoring, auditing and reporting mechanisms.
- Initiate and direct investigations of possible violations, utilizing appropriate internal and/or external resources as necessary.
- Direct enforcement of the Imation business conduct policies through appropriate measures, including discipline of employees responsible for violations and, if warranted, discipline of employees responsible for failing to detect or report offenses.
- Provide Imation employees with a single, identified resource to which they can turn for guidance and clarification about the Imation business conduct policies and to which they can report possible violations.
- Report to and make recommendations to the Audit and Finance Committee and/or the Board of Directors, as appropriate, concerning all matters relating to compliance.

Business Conduct Officer


John L. Sullivan

Vice President, General Counsel and Secretary Legal Affairs

1 Imation Place (303-1S-14)

Oakdale, MN 55128

651-704-3831

 You may contact the Business Conduct Officer at the telephone number listed above. See Reporting Suspected Violations and Seeking Clarification of this Policy for additional contact information.

Antitrust Policy and Compliance Guidelines

Statement of Policy

It is Imation policy that all employees strictly comply with antitrust laws and the competition and anti-monopoly laws of all countries, states and governmental bodies in which they conduct Imation business. Supervisors and managers are responsible for ensuring that employees under their supervision are aware of and comply with this policy.

Consequences of Violations

Severe criminal and civil penalties may be imposed on Imation and on you if you authorize or participate in a violation of the antitrust laws. In the U.S. and in some countries jail terms are now mandatory for many criminal antitrust violations. Fines and treble damage (three times the amount of actual damage) awards can be substantial. Defending antitrust lawsuits is expensive and time consuming, even when Imation wins the case. It is therefore important for you to understand and strictly follow this policy so that Imation and you may avoid even the appearance of an antitrust violation.

Importance of Legal Counsel

If you engage in any conduct or practice that may involve antitrust laws, you should be guided by this policy and you should seek the advice of Imation legal counsel. No employee is authorized to take any action that Imation legal counsel advises will violate antitrust laws.

International Operations

Imation will communicate this policy to employees through periodic training programs conducted by Imation's Legal Affairs Department. U.S. antitrust laws and/or the laws of other jurisdictions (e.g., Articles 85 and 86 of the Treaty of Rome for the European Economic Community, and the Antimonopoly Act of Japan) may govern Imation's conduct or transactions outside the U.S. You should consult Imation legal counsel or your subsidiary legal counsel before engaging in any conduct or transaction outside the U.S. that is covered by this policy. Employees in Imation's European subsidiaries should be guided by the **Imation Corporate Policy for Compliance with the Competition Laws of the European Community** and by appropriate subsidiary legal counsel.

Competitors

Prohibited Conduct

Any understanding, plan, arrangement, or agreement with Imation's competitors involving the following subjects likely is a civil violation, may be a criminal violation of the antitrust laws, and **absolutely is prohibited** by this policy:

1. **Price and Other Terms of Sale.** You shall not have an understanding, plan, arrangement, or agreement (express or implied) with any representative of a competitor concerning:
 - Pricing
 - Pricing methods and policies
 - Price changes
 - Bids or bidding on a particular contract
 - Discounts
 - Promotions
 - Rebates
 - Terms or conditions of sale
 - Costs
 - Profits
 - Deliveries
 - Distribution/transportation
 - Any other matter relating to or affecting prices or any element of price.

Important Note: Imation will **independently** and **unilaterally** determine the prices and terms of sale for Imation's products and services, in light of Imation's costs and market conditions. While you may consider competitive prices in determining Imation's prices, you must obtain competitive prices only from sources other than competitors, such as Imation customers. You must document the source of all competitive price information that you obtain.

2. **Customer Allocation; Division of Markets; Limits on Production.** You shall not have any understanding, plan, arrangement or agreement with any representative of a competitor to (a) allocate customers among competitors, (b) divide sales by markets, territories or products, (c) restrict or allocate exports or imports, or (d) control or limit production, quality or research. Limited exceptions to the guidelines in (a), (b) and (c) above may exist in the areas of intellectual property licensing (e.g., "field of use" restrictions).
3. **Joint Refusals to Deal (Boycotts).** You shall not have any understanding, plan, arrangement or agreement with any representative of a competitor to limit business or to refrain from doing business with a particular company. Imation must independently choose its own customers and suppliers.

Important Notes:

- The antitrust laws prohibit agreements or understandings among competitors in the areas identified above – they do not specifically prohibit discussions. Nonetheless, civil suits and criminal prosecutions are based on both direct and circumstantial evidence. Even an innocent discussion or communication with a competitor

about any of the above topics can be used as circumstantial evidence of an illegal agreement – even though you may not have intended to have an agreement. Because of this risk, this policy prohibits you from engaging in any discussion or communication with a competitor about any of the above topics unless you first consult with and obtain the approval and guidance of Imation Legal Affairs. This policy applies both to communications by an Imation representative to a competitor’s representative and communications by a competitor’s representative to an Imation representative.

- If a competitor also is one of your customers or suppliers, you may reach agreement with the competitor on prices that the competitor will charge to Imation or be charged by Imation for the product(s) purchased from or sold to that competitor. (You must not, however, discuss resale prices with the competitor.) It may also be legal for you to discuss or reach agreement on some (but not all) of the other topics listed above if the discussion occurs or agreement is reached in the context of a bona fide supplier-customer relationship. You should consult with Imation legal counsel before engaging in any discussion with a competitor regarding a potential supplier-customer relationship.

Conduct Requiring Prior Review By Legal Affairs

1. **Contacts with Competitors.** Any contact with competitors presents risk for the company. Courts can infer violation of the antitrust law from contacts between competitors and their subsequent behavior, even when the purpose of the contact is innocent. Courts may also suspect collusion where competitors appear to be cooperating instead of vigorously competing. As a result of the risks associated with contacts with competitors, this policy requires:
 - If you have decision-making authority over price and other terms and conditions of sale, you should normally avoid any contact, social as well as business, with a competitor.
 - You should avoid contacts with competitors when Imation is considering a price change or if that competitor or any other competitor has initiated price moves in a particular market.
 - You should consult with Imation Legal Affairs **each time** you plan to contact a competitor or **immediately after** a competitor contacts you to ensure that contact is limited to proper subjects and the nature and scope of the contact is properly documented.
2. **Trade Associations.** While trade associations perform many legitimate functions (e.g., industry promotion, government relations), they also create antitrust risks because they involve contacts with competitors. Since conspiracies to eliminate competition often arise in connection with otherwise lawful participation in trade association activities, the Justice Department continues to carefully scrutinize these organizations. Employees must review with Imation Legal Affairs existing or prospective memberships in trade associations, professional societies or standards-setting organizations.

You should not attend or remain present at any meeting of a trade association or similar organization without the presence of legal counsel for the organization and without observing the formal procedures of a written agenda and minutes. You should also not attend or remain present at any concealed or secret meeting of members of a trade association.

If you attend a trade association meeting and become aware that competitors are discussing improper subjects (e.g., prices, profits, marketing plans), you should leave the meeting immediately and promptly call your assigned legal counsel.

Customers

Prohibited Conduct

Any understanding, plan, arrangement or agreement with a customer regarding the resale price of an Imation product most likely violates the antitrust laws. Discussions and communications which attempt to coerce adherence to a resale price also most likely violate the antitrust laws. Because of this, you are prohibited from reaching any agreement with or coercing any customer regarding the prices at which the customer may resell Imation products.

Imation customers must remain free to establish their own resale prices. Imation may suggest or recommend resale prices, but Imation may not take any action to force adherence to suggested resale prices.

Conduct requiring prior review by Legal Affairs

The following business situations must be carefully managed because they are frequently the cause of costly antitrust litigation. Consult Imation Legal Affairs before taking any action in the following areas:

1. **Selection and Termination of Customers.** A decision to initiate or terminate (even for credit reasons) a business relationship with any Imation customer must be made *independently* and *unilaterally* by Imation. Under no circumstances should you make such a decision based upon discussions or agreement with any other customer or potential customer or with any persons not employed by Imation. In addition, if the customer is a distributor or reseller of Imation products, many states have laws restricting the circumstances under which you may terminate sales to the distributor or reseller.
2. **Resale Restrictions.** Requiring a customer to limit resale of Imation products to a particular set of customers or to a particular territory can pose substantial legal risk. The risks increase if the restrictions are selectively enforced or if Imation also competes with the customers subject to the resale restrictions.
3. **Pricing and Promotional Practices.**
 - **Sales Below Cost.** Sales below cost are prohibited in many states and may be construed as evidence of unlawful exclusionary conduct. State laws define “cost” differently and grant different exemptions. Sales at unprofitable or marginally profitable prices also pose substantial legal risk.
 - **Discriminatory Prices and Promotional Practices.** As a general rule, the same prices, discounts, rebates and payment terms must be available to all customers that compete with each other in the resale of Imation products. Also, promotional payments and services (such as cooperative advertising programs) must be available on proportionally equal terms to all customers that compete with each other in the resale of Imation products. These rules also apply to related-selling divisions or business units where their customers compete in the resale of the same Imation products. You should review in advance any changes to your pricing and promotional practices with Imation Legal Affairs.
4. **Exclusive Dealing and Requirements Contracts.** Agreements that prohibit a customer from purchasing competitive products or require a customer to purchase all or a significant portion of its requirements from Imation pose a substantial risk and must be reviewed by Imation Legal Affairs in advance.
5. **Tying or Bundling Arrangements.** “Tying” occurs when Imation requires that a customer buy one Imation product or service in order to obtain access to or qualify to buy another Imation product or service. “Bundling” occurs when a discount is offered on the purchase of two or more different products or services. Each may cause substantial legal risk.
6. **Side Agreements.** Any modification of the terms or conditions of a previously established contract should be reviewed in advance with Imation Legal Affairs.

Suppliers

Conduct Requiring Prior Review by Legal Affairs

The following matters involving suppliers should be reviewed in advance with Imation Legal Affairs:

1. **Reciprocal Dealing.** Attempts to use Imation’s purchasing power to compel an Imation supplier to purchase Imation products. As a matter of policy, Imation purchases raw materials, supplies and other products on the basis of price, quality and service. Imation sells its products on the same basis.
2. **Inducing Discriminatory Prices.** Inducements of discriminatory low prices in cases where you know or believe the low prices (a) are not available to Imation’s competitors, (b) give Imation an advantage in the marketplace sufficient to cause competitive injury, and (c) are not cost justified, are not given to meet the equally low prices from competitive suppliers, or otherwise are not defensible under applicable law. If you are engaged in purchasing raw materials and other products from suppliers, you should consult Imation Legal Affairs when any of these conditions exist.

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3. **Requirements Contracts.** Agreements requiring Imation to purchase all or a substantial portion of its requirements from a supplier or requiring a supplier to sell all or a substantial portion of its output only to Imation.

Unfair Methods of Competition

Federal and state laws and this policy prohibit unfair methods of competition and deceptive acts or practices. In general, these laws and this policy prohibit practices that are likely to deceive such as:

- False or deceptive statements about Imation products or services.
- False or deceptive comparisons of products or services.
- Disparaging a competitor or its products or services.
- Making product or service claims without data to substantiate the claim.
- Misrepresenting the quality or effectiveness of a product or service.
- Acquiring a competitor's trade secrets or confidential information by theft or other unfair means, including some forms of industrial espionage. See Imation Confidential Information and Competitive Information in this manual for more information.
- Passing off one's products as those of another, such as by simulating a competitor's packaging or trademarks.

You should only make claims about Imation's products and services and competitors' products and services that have been substantiated through objective product testing based on sound statistical and scientific principles. You should obtain prior review and approval by Imation legal counsel of all advertising, product and services claims and comparisons no matter if they are verbal, in literature or on the Internet.

Exclusionary Conduct

While violations of antitrust laws typically involve the illegal conduct of two or more companies, a single firm acting alone with sufficient market share to control prices or exclude competition may also violate the law.

Imation can violate antitrust laws if it obtains or maintains a sufficient market share through exclusionary or predatory conduct. Even where Imation does not possess sufficient market share, the law prohibits attempts to obtain sufficient market share through exclusionary or predatory conduct, particularly where there is a specific intent to destroy competition.

Examples of exclusionary or predatory conduct include pricing below cost to eliminate a competitor, lowering prices only in a specific area to destroy local competition, enforcing a clearly invalid patent, using market power in one market to obtain an unfair advantage in another market or refusing to do business under certain circumstances.


You should review in advance all strategic plans, marketing strategies and business plans with Imation legal counsel to avoid conduct that might be interpreted as exclusionary, predatory or monopolistic.

Intellectual Property

In sharp contrast to the laws that prohibit exclusionary conduct, the U.S. patent laws grant to patent owners the right to exclude others for a specified period from making, using or selling the patented product. The conduct of patent owners may be challenged under the antitrust laws if (a) the owner uses the patent to extend the "limited monopoly" of the patent to a product outside the scope of the patent or (b) there is improper conduct in procuring or enforcing the patent or (c) there are certain patent license restrictions (e.g., controlling the price of the licensed product, limiting production of an unlicensed product or requiring the purchase of another product in exchange for the license). You must consult Imation Legal Affairs to ensure compliance with this area of law.


Acquisitions and Joint Ventures

Acquiring all or part of the assets (including manufacturing plants, customer lists or intellectual property) or stock of another company may require advance reporting to the federal government, the European Commission or a national administrative agency, and must comply with antitrust and competition laws. Every proposed merger, acquisition, divestiture, minority equity investment or joint venture must be reviewed in advance by Imation Legal Affairs. Acquiring, divesting and licensing intellectual property also must be reviewed in advance by Imation Legal Affairs.

 If you are uncertain about the appropriateness of your conduct under this policy, see Reporting Suspected Violations and Seeking Clarification of this Policy for additional contact information.

Legal Considerations


- Imation will not attempt to use Imation purchasing power to compel a supplier to purchase our products. We should, of course, encourage the use of Imation products but, to assure compliance with the antitrust laws, contact Imation Legal Affairs for guidance.
- Imation will handle identifiable confidential or proprietary information belonging to our suppliers with due care and proper consideration of any contractual, ethical or legal ramifications.
- Imation will conduct international purchasing in accordance with the laws, customs and practices of all foreign countries, consistent with U.S. laws and the Imation Business Conduct Policy Manual.
- All agreements with a supplier should be in writing and, other than standard form purchase orders, developed with the assistance of Imation legal counsel, who can assist you in drafting language that helps protect you and Imation.
- All employees interfacing with suppliers must know and obey the letter and spirit of all laws and regulations governing supplier relations and remain alert to the legal ramifications of any purchasing decision.

 **If your duties under the law or regulations are not clear to you, you must consult Imation Legal Affairs.**

Conflict of Interest

It is Imation worldwide policy that, without prior management approval, Imation employees should not engage in activities that conflict with or are inconsistent with Imation activities or business interests or that could cause a reasonable person to believe that their judgment, loyalty to Imation or objectivity in the conduct of their Imation business activities and assignments might be adversely influenced.

Obtaining Information


 If you have any questions concerning this policy, or requests for additional information or guidance, or to report violations of this policy, see Reporting Suspected Violations and Seeking Clarification of this Policy for contact information.

Conflict Situations that Require Management Approval

Examples of real and potential conflict situations that must first be approved by your management include:

1. Having a direct or indirect financial interest in or financial relationship with Imation's competitors, suppliers or customers (aside from insignificant stock interests in publicly-held companies). Whether a stock interest is significant or insignificant will be determined by Imation, will depend on the circumstances, and may change over time.
2. Having full or part-time employment or consulting relationships outside Imation, except where it is clear that no conflict of interest will arise. Please see the Moonlighting policy for more detail.) Examples of situations that might pose a conflict of interest and that require prior management approval include:

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- Situations where the other party is a direct or indirect competitor, supplier or customer of Imation.
 - Situations where you may direct or influence the purchase or sale of Imation products or services by or to a firm in which you have a direct or indirect financial interest.
 - Situations that may imply that Imation is affiliated with or endorses a particular organization, particularly where such an affiliation may serve as an inducement for persons to purchase or sell securities of the organization.
 - Situations where, because of your outside employment or consulting relationships, you may be unable to satisfactorily perform your Imation assignments.
3. Serving on the board of directors of a for-profit, nonaffiliated corporation except where it is clear that no conflict of interest will arise and where the position will have sufficient value in terms of experience and exposure for the employee that there will be sufficient benefit to Imation to justify the time and effort involved. Before accepting an offer to serve on a for-profit board, you must obtain the approval of Imation Legal Affairs. **This policy is not intended to prohibit employee participation in bona fide charitable, educational and similar nonprofit organizations.** However, your participation should be carefully analyzed to ensure that it does not result in a conflict of interest prohibited by this policy. Serving on the board of directors of a nonprofit organization does not require prior approval.
 4. Investing (aside from insignificant stock interests in publicly-held companies) in an outside business opportunity in which Imation has an interest because of its relationship to existing Imation business or technology areas. Advice on such matters should be obtained from Imation legal counsel before such investments are made.
 5. Receiving a business courtesy or gratuity from a competitor, supplier, or customer. See Business Courtesies Policies.
 6. Providing loans to, or receiving loans from, customers, suppliers, or business partners.

 If you are uncertain about the appropriateness of your conduct under this policy, you should consult Imation Legal Affairs or call the toll free Business Conduct Information Line, before taking any action. For contact information see Reporting Suspected Violations and Seeking Clarification of this Policy.

Conflicts of Interest Arising from Personal Relationships

Personal relationships Imation employees have with those outside Imation, such as business, family, friendship or romantic relationships, can give rise to conflicts of interest. A conflict exists where the parties in the relationship receive or give unfair advantage or preferential treatment because of the relationship. **Even the appearance of a conflict can damage an important company interest.** Among those raising concerns about possible conflicts may be Imation customers, suppliers, other Imation employees, and the company. While this policy is not intended to prohibit personal relationships, Imation management must take appropriate action, including disciplinary action, to protect the company when a personal relationship threatens to damage an important company interest.

- Imation will avoid situations where an Imation employee, relative or friend provides goods or services to Imation as an independent supplier. Exceptions require the prior written approval of a member of the Operations Team or the Business Conduct Officer.
- Imation employees must refrain from any private business or professional activity that would create a conflict between personal interests and the interests of Imation.

Dealing with Suppliers

Imation and its employees are committed to conducting all activities and relationships with suppliers in complete compliance with the letter and spirit of all applicable laws and regulations of the United States and of all countries where we operate, and this commitment is reflected in Imation's Business Conduct Policy Manual. All employees, when dealing with our suppliers, must exercise, and be seen to be exercising, the highest level of integrity, ethics and objectivity.

To assure our compliance with the law and Imation's corporate policies, to minimize our legal exposure and to protect Imation's reputation, the following guidelines have been established as an extension of Imation's business conduct policies.


General Principles

- The selection of suppliers will be based upon objective criteria such as quality, technical excellence, cost/price, delivery capabilities, service and the maintenance of adequate sources of supply.
- Orders will be awarded strictly on merit and mutual respect without any favoritism or any consideration given to personal feelings or prejudices.
- Involvement in third party sponsored programs of personal purchases that are not business related is discouraged. Employees may purchase products not sold by Imation from Imation suppliers at a reasonable price as offered to the general public.
- Imation employees should conduct themselves in a manner designed to enhance the integrity and professionalism of all employees involved with purchases by maintaining a high level of technical knowledge and the highest level of ethical behavior.
- Imation employees should not partake in activities that might give even the appearance of unethical or compromising practice in our relationships, actions, and communications with suppliers.
- No employee may jointly own property with or conduct any personal or other business not on behalf of Imation with any supplier, subcontractor, agency or their officers when such ownership or business transaction is related to activities or duties of the Imation employee or otherwise creates a conflict of interest.
- No employee shall invest in any security (aside from insignificant stock interests in publicly-held companies or lend money or otherwise invest in a supplier, its parent, or any of its subsidiaries, where there is significant business between Imation and the supplier, without the prior written approval of a member of the Operations Team or the Business Conduct Officer.

Moonlighting

Moonlighting is strongly discouraged. All Imation employees are expected to devote the vast majority of their professional energies and working time to their work at Imation. It is understood that there may be situations where certain outside activities do not represent a conflict with the employee's duties at Imation, such as working with charitable organizations, coaching sports teams and the like and this policy is not intended to discourage those activities.

However, any outside work that conflicts with the employee's assignments at Imation, conflicts with Imation's interests, *or even has the appearance of a conflict, is not permitted.*

 If, after applying the guidelines set out above, you have the slightest question about whether the outside work you are interested in doing presents a conflict, potential conflict or the appearance of a conflict, consult with the appropriate member of the Operations Team or Business Conduct Officer for guidance and written approval. You may also contact the Business Conduct Information Line for such guidance.

Corporate Opportunities

In the course of performing your job, you may become aware of a business opportunity for Imation. Those business opportunities, including potential investments, are Imation corporate assets. Business opportunities or investments must be offered to Imation, and unless rejected by Imation, cannot be acted on for personal benefit. If you become aware of a business opportunity for Imation, you have a duty to present the information through the customary channels in your organization. Withholding a business opportunity from Imation may create a serious conflict of interest as well as a breach of fiduciary duty that is legally actionable. In addition, no employee may use corporate property, information or position for improper personal gain and no employee may compete directly or indirectly with any part of Imation.

Business Courtesies Policies

These worldwide policies apply to the *giving or receiving* of business courtesies and gratuities either to Imation's suppliers and customers and their employees or from Imation's suppliers and customers and their employees.

Examples of Business Courtesies and Gratuities

Business courtesies and gratuities are gifts, such as Imation products, meals, cocktails, discounts, hospitality, entertainment, recreation, tickets, promotional items, transportation and any tangible or intangible "thing of value" for which the recipient does not pay the fair market value.

Giving Business Courtesies and Gratuities

It is recognized that giving gifts to customers may be helpful in creating good relationships and to level the playing field with other suppliers. In this regard, some forms of corporate sponsored entertainment are acceptable.

However, in general, giving gifts to customers is discouraged. It is acceptable to give gifts in limited situations when such gifts are:

- legal
- comply with the customer's policies for receiving gifts
- support Imation's business interest
- reasonable
- infrequent and
- would not project a negative image or damage Imation's reputation.

Giving gifts and gratuities to customers is unacceptable where the customer has a policy forbidding the receipt of gifts and, if the policy restricts the amount of the gift such as ours does, to exceed that amount. In no event should gifts be lavish or extravagant and it is never acceptable to give cash, cash equivalents (e.g. travelers' checks, cash cards etc.), services, product or service discounts (other than as part of an approved Imation program) loans, or cosignature arrangements.

All employees are expected to exercise good judgment in selecting a gift on those occasions when it may be appropriate. Imation can and will compete successfully on the basis of providing value, service and performance to our customers.

These guidelines apply even when no reimbursement from the company is sought.

Under no circumstances should you give cash or cash equivalence as a business courtesy or gratuity. The foregoing does not apply to charitable contributions, the making of loans and other Imation business transactions that follow Imation policies and procedures.

Receiving Business Courtesies and Gratuities

It is Imation policy that Imation employees should not accept from an Imation competitor, supplier or customer, or from a business that wishes to become an Imation supplier or customer, any kind of business courtesy or gratuity, such as meals, cocktails, discounts, hospitality, entertainment, recreation, transportation or other "thing of value" that does not meet all of the following standards:

- It does not violate the law or Imation policy.
- It is reasonable in cost, amount, quantity and frequency.
- It is appropriate as to time and place.
- It does not influence or give the appearance of influencing your business judgment.
- It can stand public scrutiny without damaging Imation's reputation.

No employee or member of his or her family may solicit, request or accept any kind of business courtesy, gratuity, kickback, free service, loan, credit, discount, merchandise, service, entertainment, travel or any other special favors from current or potential suppliers, agencies or contractors of Imation unless permitted under these guidelines.

No employee or member of his or her family may utilize for personal use cabins, lodges, or retreat facilities owned or provided by suppliers, contractors, vendors or agencies. Exceptions for supplier sponsored seminars may be given but only with the advance written approval of the appropriate manager.

Participation in an event or entertainment sponsored by a supplier or customer is permissible if valued below \$200, not including travel costs, so long as such event or entertainment does not present a conflict of interest or potential conflict of interest. Any event or entertainment over and above the \$200, and not paid for by the employee, must be approved in writing in advance by each participant's manager.

Notwithstanding the above, each employee must review any planned participation in a supplier sponsored event or entertainment with the buyer of record (i.e., the person who would execute the purchase order with this supplier) to decide if the planned event will enhance Imation's relationship with the supplier, without compromising Imation's competitive position. Such discussion should also include what should or should not be revealed to the supplier during the event.

No employee may accept a gift of over a \$50 value. If you feel it is necessary to accept a gift to comply with a local country custom or to avoid adversely affecting a relationship, contact the Business Conduct Information Line for assistance in determining appropriate internal disposition of the gift or send the gift to Auditing.

Business meals, sporting events, theatrical events, golf outings, or other entertainment with partnering suppliers are acceptable, provided that they are in accordance with the above or approved by each participant's manager.

Under no circumstances should you accept money as a business courtesy or gratuity. Some Imation organizations may have rules regarding business courtesies and gratuities that are more stringent than this policy.

Giving Gratuities to Government Agency Customers in the U.S.


Federal, state and local governments often have their own very specific and very strict gratuity rules governing when and under what circumstances their employees and consultants can give or receive business courtesies or gratuities. Federal rules regarding gratuities vary from agency to agency, sometimes significantly, and change often. For example, some federal departments and agencies prohibit almost all business courtesies in any amount, including something as inconsequential as a cup of coffee, donut or a paid lunch in an Imation cafeteria.


Bribing a government official is never acceptable. A business courtesy you give to a government employee or consultant may violate these rules even though you have no intent to violate them. These rules apply whether you use your own money or Imation funds or property. **Accordingly, this policy prohibits the giving of business courtesies to employees and consultants of governmental units unless you know for sure that the rules of the government unit allow the government employee or consultant to accept the courtesy or gratuity.** Some Imation organizations may have rules that are more stringent than this policy.

Giving Gratuities to Commercial and Government Customers Outside the U.S.

See Transacting International Business.

If You Have Questions About These Policies

 If you are in doubt about whether the giving or receiving of a particular business courtesy or gratuity is appropriate, consult your supervisor, Imation Legal Affairs or call the Business Conduct Information Line.

 See Reporting Suspected Violations and Seeking Clarification of this Policy to report suspected violations of any of these Business Courtesies

Securities Trading

Insider Trading

It is Imation policy that Imation employees must comply with all laws, rules and regulations relating to the trading of Imation securities, such as Imation common stock or Imation debt securities, and the trading of securities of any other business enterprise.

Imation employees must not use material, non-public information they obtain by reason of their Imation employment or from a third party source when they engage in securities transactions for Imation's, their own, a family member, a friend or any third party's gain or advantage. This prohibition includes the purchase or sale of securities, either directly or through intermediaries, if you are in possession of material, non-public information. Information is "material" if a reasonable investor would consider it important in determining whether to buy, sell or hold the stock in question. Information is "non-public" until the public has received it and had a chance to assimilate it.

This prohibition against the inappropriate use of material, non-public information, applies to disclosure of any sort or nature, including verbal, written, internet, e-mail or otherwise.

Steps to Assure Compliance

In implementing this policy, Imation managers and supervisors should make sure that employees who report to them and who may have access to material, non-public information understand this policy **and that they take reasonable precautions to assure compliance with this policy**. Some examples of reasonable precautions include:


- Restricting access to material, non-public information on a strict need to-know basis.
- Providing security in the workplace for all files and working documents containing material, non-public information.
- Providing education programs, particularly for those employees whose work might be reasonably foreseen to provide routine access to material, non-public information.
- Establishing and maintaining written records of those having access to material, non-public information.
- Assisting in the monitoring or investigation of employee trading by governmental or self-regulatory agencies.


Short-Swing Stock Transactions

Certain prohibitions against short-swing stock transactions apply to Imation executive officers, who are required to report their transactions in Imation securities to the Securities and Exchange Commission ("SEC") as well as other organizations.

Insider Trading Sanctions

In addition to Imation disciplinary action, individuals violating U.S. securities laws may be subject to very severe civil and criminal sanctions, including penalties of up to \$1,000,000 and jail sentences of up to 10 years. Severe penalties may apply even where the disclosing person did not engage in the transaction or personally benefit from the trading.

 Consult Legal Affairs for information about these matters.

 To report suspected violations of the Securities Trading policy see Reporting Suspected Violations and Seeking Clarification of this Policy.

Accounting and Auditing Systems; Protection of Company Assets

Imation Policy

It is Imation policy that all Imation operations worldwide must comply with all laws relating to the accurate and complete maintenance of company financial books and records. No Imation funds or property can be used for any personal, unlawful, improper or unethical purpose; no undisclosed, unrecorded or secret funds or assets can be established and no false or artificial entries can be made in Imation financial books and records for any purpose. All Imation financial books and records must be maintained in accordance with generally accepted accounting principles, Imation financial procedures and processes, including Imation's internal control system described below, and with all local and national laws governing the maintenance of corporate books and records.


It is also Imation policy to document, test and maintain an internal control system to ensure:

- Corporate assets and funds are properly acquired, safeguarded, dispositioned and recorded on Imation accounting records in accordance with company policies and procedures and in accordance with applicable laws and regulations.
- Corporate liabilities are properly incurred and reported on Imation accounting records in accordance with company policies and procedures and in compliance with applicable laws and regulations.
- External financial reporting is accurate and reliable and reflects corporate business activity.
- Corporate resources are effectively used and used for legitimate business purposes and business operations are reasonably efficient.
- Imation employees adhere to Imation accounting, administrative, internal control, and financial reporting policies and procedures.

In addition, we must assure that all disclosures made in periodic reports and documents filed with the Securities and Exchange Commission and other public communications by Imation are full, fair, accurate, timely and understandable. This requires operating in an environment of open communication, while not compromising proprietary and confidentiality concerns. If you have concerns about any aspects of Imation's disclosures, you should talk to your management, a member of the Internal Audit team, or Imation Legal Affairs.

Cooperation with Internal and Outside Auditors

Every Imation employee must cooperate fully with and provide full and complete information to Imation internal auditors and Imation's independent certified public accountants in the performance of their assigned duties under these policies. It is their function to verify that adequate and accurate accounting records, control activities and financial reporting systems are properly maintained, the Business Performance Management Process is being effectively used, and to recommend improvements where appropriate.

 To report suspected violations of Imation's Accounting and Auditing Systems see Reporting Suspected Violations and Seeking Clarification of this Policy.

Imation Confidential Information and Competitive Information

It is Imation's policy worldwide to prevent the disclosure of Imation confidential information (and the disclosure and unauthorized use of third party confidential information possessed by Imation) before determining that disclosure or use is necessary and before consulting Imation Legal Affairs. It is also Imation's policy worldwide to comply with all laws that apply to obtaining and using any confidential information of a competitor ("Competitive Information").

Guidelines for Disclosure of Imation Confidential Information and Third Party Confidential Information Possessed by Imation

Before disclosing Imation's confidential information, you must determine whether disclosure or use is necessary and consult Imation Legal Affairs. The same approach applies to the disclosure or use of any third party confidential information possessed by Imation. Confidential information may include, but is not limited to:

- Confidential Information as defined in the Employee Agreement signed by every Imation employee;
- Material, non-public financial information. See Securities Trading policy;
- Business plans, financial objectives, new product/service introduction timing and the like;
- Information regarding divestiture, merger or acquisition activities; and
- Information regarding manufacturing processes, formulas, prototypes and the like.

Imation Legal Affairs will assist in the execution of a tailored confidential disclosure agreement (a/k/a CDA, non-disclosure agreement, or NDA) when it is deemed necessary to disclose or receive confidential information.

Guidelines for Obtaining and Using Competitive Information

To comply with these policies, you must be careful to follow these guidelines when gathering or using Competitive Information:


- You may only use lawful, ethical methods to obtain and use Competitive Information.
- You may not obtain or use information about a competitor that is or reasonably appears to be confidential. However, you may obtain and use information about a competitor that is publicly available, (i.e., nonconfidential information).
- You may obtain and use information about a competitor from a third party, such as a consultant, employee, or channel partner, provided you first determine that the third party possesses it lawfully and may convey it to Imation lawfully.
- You may not obtain or use information about a competitor's pricing, price terms, allocations of markets or customers, or market share from the competitor or from any third party who is not legally entitled to disclose the information.
- Obtaining information about and having conversations with outsiders about a competitor's patents, patent applications, trade secrets and other intellectual property matters, such as licenses, infringement and validity of patents or use of trade secrets, can pose substantial legal and ethical risks and should not be initiated before consulting Imation Legal Affairs.

Rights of Competitors and Violations of Law

A number of laws apply to obtaining and using Competitive Information. These include criminal, antitrust, unfair competition, intellectual property, defamation and contract laws. Laws can impose harsh criminal penalties on employees who violate them and all impose substantial fines and penalties on employees and their employers who violate them.

Whether obtaining or using Competitive Information in a specific instance will be lawful, will violate the rights of a competitor or will violate Imation business conduct policies, will depend on an analysis of each situation. If you have any questions or need guidance, consult with Imation Legal Affairs.

Hiring Employees or Consultants of Competitors

 Before hiring an employee or consultant who was or is an employee or consultant of a competitor, consult Imation Legal Affairs.


Media Policy

Building the Imation brand is one of the critical issues facing our company. To be successful, we must communicate in a consistent and compelling "Imation voice," whether in our advertising, packaging, public or community

relations, or even in conversations with our customers. In support of this important objective, we have in place a media relations policy designed to guide all activities that include communications with the media on behalf of Imation.

The media relations policy requires that:

1. All news releases, including Imation-authored releases and third-party releases that mention Imation, must be approved by Imation Corporate Communications or the designated business communications representative.
2. Only authorized spokespeople who have undergone media training are allowed to communicate with the news media on behalf of the company. This includes not only traditional broadcast and print media, but also “new media” such as Internet chat rooms and news groups. If you have questions relating to this policy, please check with Imation Corporate Communications or the designated business communications representative.
3. It is our policy not to speak with the media about Imation’s relationship with outside vendors, partners, or competitors. If you are contacted directly by a reporter regarding our relationship with a vendor, partner, or competitor, please contact Imation Corporate Communications or the designated business communications representative.

 To report suspected violations of Imation’s Confidential Information or Competitive Information see Reporting Suspected Violations and Seeking Clarification of this Policy for contact information.

Harassment Prohibited

Imation strictly prohibits sexual harassment and harassment on the basis of race, gender, color, religion, age, national origin, disability, sexual orientation, veteran status, or any other applicable legally protected status. This policy, along with Imation’s Respect for One Another Policy (“Respect Policy”) set forth Imation’s strong commitment to offering its employees a workplace free from harassment of any kind. Such harassment will not be tolerated.

It is a violation of this policy and the Respect Policy for any employee, client or other individual affiliated with Imation to harass any employee, client, or other individual affiliated with Imation. Any individual determined to have violated either or both of these policies will be subject to appropriate disciplinary or other action, which, in the case of an employee, may include termination of employment.

Definition of Harassment

Prohibited harassment under this policy consists of unwelcome verbal or physical conduct or communication of a sexual nature or based upon an employee’s race, gender, color, religion, age, national origin, disability, sexual orientation, veteran status or any other applicable legally protected status or characteristic.

Sexual Harassment

Sexual harassment is specifically prohibited. Sexual harassment consists of unwelcome sexual advances, requests for sexual favors, sexually motivated physical contact, or other verbal or physical conduct or communications of a sexual nature when:


- submission to such conduct or communications is either explicitly or implicitly made a term or condition or employment,
- submission to or rejection of such conduct or communications by an individual is used as a factor in decisions affecting that individual’s employment, or
- such conduct or communications have the purpose or effect of substantially or unreasonably interfering with an individual’s employment or creating an intimidating, hostile or offensive employment environment.

Examples of Conduct That May Constitute Sexual Harassment

- Sexual harassment may include, but is not limited to:

- Sexual or suggestive comments, e-mails, jokes, pictures, cartoons, magazines, signs, graffiti, gifts, etc., or any of these items that are derogatory with regard to any other protected characteristic (e.g., race, religion);
- Patting, pinching, unnecessary touching, staring, or leering;
- Unwanted sexual advances; or
- Unfavorable treatment or harassment of any kind (e.g., reprimands, pranks, derogatory remarks or names) directed at an employee because of the employee's sex.

Complaint Procedures

 Any employee who believes that he or she has been harassed or who witnesses someone else being harassed should report the harassment to a supervisor or manager, to Imation's Human Resources Department, to Imation Legal Affairs, to the Security Department or to Imation's Business Conduct Officer. See Reporting Suspected Violations and Seeking Clarification of this Policy for contact information.

Note: Any supervisor or manager receiving a complaint must notify Imation's Human Resources Department.

Investigation and Action

Upon receipt of a complaint under this policy, Imation will promptly investigate the complaint. The investigation will be conducted in a confidential manner to the extent consistent with the need to investigate and evaluate the complaint. Employees shall cooperate in any investigation.

Where an employee is determined to have violated this policy, Imation will take disciplinary action, up to and including terminating the employment of the employee who has violated this policy.

No Retaliation


No retaliatory action will be taken against any person who in good faith reports conduct which he or she believes may violate this policy. No retaliatory action will be taken against any individual for assisting or participating in an investigation, proceeding or hearing related to a complaint under this policy. Any employee who is determined to have violated these provisions may be subject to discipline, up to and including termination of employment.

Equal Employment Opportunity

It is Imation's policy to provide equal employment opportunity without regard to race, gender, creed, color, religion, age, national origin, disability, sexual orientation, or other applicable legally protected status or characteristic. Imation is strongly committed to a policy of equal employment opportunity, and expects every employee to participate in ensuring that this policy is implemented.

Imation's policy of equal employment opportunity applies to all employment actions, including recruitment, hiring, training, promotion, and termination.

Complaint Procedures

 Any employee who believes that he or she has been denied equal employment opportunity is strongly encouraged to make a complaint. The employee should report the complaint to a supervisor or manager, to Imation's Human Resources Department, Imation Legal Affairs or to Imation's Business Conduct Officer. See Reporting Suspected Violations and Seeking Clarification of this Policy for contact information.

Note: Any supervisor or manager receiving a complaint must notify Imation's Human Resources Department.

Investigation and Action

Upon receipt of a complaint under this policy, Imation will promptly investigate the complaint. The investigation will be conducted in a confidential manner to the extent consistent with the need to investigate and evaluate the complaint.

Where an employee is determined to have violated this policy, Imation will take disciplinary action, up to and including terminating the employment of the employee who has violated this policy.

No Retaliation

No retaliatory action will be taken against any person who in good faith reports conduct which he or she believes may violate this policy. No retaliatory action will be taken against any individual for assisting or participating in an investigation, proceeding or hearing related to a complaint under this policy. Any employee who is determined to have violated these provisions may be subject to discipline, up to and including termination of employment.

Global Environmental, Health and Safety

It is Imation policy to comply with all applicable laws and regulations relating to the environmental, health and safety aspects of our operations, products and packaging. These laws and regulations provide that companies and individuals who violate them may be subject to substantial fines and criminal penalties, including imprisonment. **In certain areas affecting Imation operations, Imation policies require more stringent actions than applicable laws and regulations may require.**

Every Imation facility and business unit should have a process in place that assures compliance with all applicable environmental, health and safety requirements. In addition, every employee should know and comply with the environmental, health and safety laws and regulations applicable to their Imation assignments and with Imation's related policies, procedures and standards.

Imation's core values – imagination and innovation – are inseparable from our commitment to continual improvement in our environmental, health and safety performance. Our policy is to conduct all global business activities in a manner that minimizes impacts on the environment and protects the health and safety of our employees, contractors, customers and the community. All Imation employees are responsible and accountable for the successful implementation of this policy.

This policy is accomplished through the following commitments:

1. Imation will meet all applicable environmental, health and safety legal requirements.
2. Imation will strive to develop processes and products which minimize environmental, health and safety impacts.
3. Imation will implement continual improvement of our environmental, health and safety management systems and performance.
4. Imation will actively promote pollution prevention and waste minimization in order to conserve our natural resources, and will ensure the proper disposal of waste in a safe and environmentally responsible manner.
5. Imation will work in cooperation with government, community, industry groups, and suppliers engaged in environmental, health and safety activities.
6. Imation will provide appropriate training for all personnel to ensure that Imation's environmental, health and safety objectives are met.
7. Imation will establish and maintain appropriate controls, including periodic review, to ensure that this policy is current and is being followed.

Assistance in identifying and complying with environmental, health and safety laws and regulations is provided through a number of corporate staff services organizations, including Environmental, Health and Safety (EHS), Imation Legal Affairs and subsidiary legal counsel.

Information about environmental, health and safety laws and regulations can be obtained from Imation Legal Affairs or by contacting the EHS department.

 To report suspected violations of this policy see Reporting Suspected Violations and Seeking Clarification of this Policy for contact information.

Transacting International Business

All Imation employees worldwide, including employees of any subsidiary, must comply with all laws, regulations, ethical standards, and Imation policies that relate to international business transactions. This requirement applies in each country in which Imation does business, and includes compliance with all U.S. laws that apply in those countries.

Below are examples of Imation requirements that apply worldwide.

Payment for Goods or Services Outside the U.S.

Imation payments for goods and services provided to Imation outside the U.S. must be paid by Imation check, draft, electronic transfer or credit card or other approved documentary transfer and be payable to the person or company legally entitled to receive payment. **All payments must be properly recorded in the accounting records and be supported by invoices which adequately document the purpose and value of the good or service. No payments, including payments to employees, are to be made by cash, gift checks, money orders or certificates unless expressly authorized in advance by the Imation Treasurer. Written contracts must be used to purchase goods and services except where purchases are routine in nature and arise out of Imation's ordinary course of business.** No payment may be made to a party in a country other than that in which the party resides, maintains a place of business or has delivered the goods or provided the services for which payment is made, except where it is clear that payment made in another country will not violate local laws, such as local income tax or currency control laws, of the countries involved. Consult Imation Legal Affairs or your subsidiary legal counsel for legal advice concerning these matters.

Payments to Imation Employees Working Outside the U.S.

Imation employees must comply with all applicable tax and currency control laws of the countries of their principal employment. Employees who reside outside the U. S., including U.S. employees who reside outside the U.S., should not be paid any portion of their salary or benefits where they do not reside or outside their home country. Further, employees should not be paid in any amount or manner that does not follow Imation procedures in effect at the time of payment. If you wish to make an exception to this policy, consult Imation Legal Affairs or your subsidiary legal counsel.

Financial Books and Records Outside the U.S.

The U.S. Foreign Corrupt Practices Act applies to Imation business transactions both inside the U.S. and in other countries. It requires Imation and its foreign subsidiaries to maintain accurate and complete financial books and records.

It is Imation policy that all Imation operations and employees worldwide must comply with all laws and Imation policies relating to the accurate and complete maintenance of company financial books and records and those that govern dealings with governments other than those in the United States. No Imation funds or assets can be used for any unlawful, improper or unethical purpose; no undisclosed, unrecorded or secret funds or assets can be established; and no false or artificial entries can be made in Imation financial books and records for any purpose.

All Imation financial books and records must be maintained in accordance with generally accepted accounting principles, Imation financial procedures and all local or national laws governing the maintenance of corporate books and records and must accurately, honestly and fairly reflect all transactions.

See Accounting and Auditing Systems; Protection of Company Assets for more information.

Payments to Foreign Government Officials


The U.S. Foreign Corrupt Practices Act also prohibits Imation payments to foreign government officials for the purpose of obtaining favorable government action or keeping government business. Specifically, this law prohibits Imation from **directly or indirectly** offering, promising to pay or authorizing the payment of money or anything of value to foreign government officials for the purpose of:

- Influencing the acts or decisions of foreign officials.
- Inducing foreign officials to act or fail to act in violation of their lawful duties.

- Inducing foreign officials to use their influence to assist in obtaining or retaining business for or directing business to any person.

The law also prohibits using intermediaries (for example, foreign affiliates, agents, consultants and distributors) to channel payments to foreign government officials for the same purposes.

A minor payment to a foreign government official, made to expedite or secure the performance of routine government action, might not violate U.S. law if Imation can prove that such a payment, often called a “facilitating” payment, is made for the purpose of expediting (rather than influencing) a particular decision that is classified as “routine government action.” Because such payments might violate other laws, such as laws outside the U.S., or might damage Imation’s reputation, consult Imation Legal Affairs or your subsidiary legal counsel before making this type of payment.

 Before making any payment or giving anything of value to a foreign government official or should you have any questions about the proper maintenance of company books and records, consult Imation Legal Affairs or your subsidiary legal counsel. You can obtain a copy of the **Imation Foreign Corrupt Practices Act Compliance Manual** from Imation Legal Affairs.

Compliance with U.S. International Antiboycott Laws

U.S. antiboycott laws and regulations prohibit Imation and its subsidiaries and controlled affiliates from:

1. participating in the boycott of another country that is not sanctioned by the U.S. government; or
2. providing information or certification related to boycott requests.

All boycott requests must be reported immediately to Imation Legal Affairs or to subsidiary legal counsel so that Imation can, as required by law, report them to the U.S. government.

For specific examples of boycott situations refer to the Imation **International Boycott Policy**. You may contact the **U.S. Export/Import Department** or consult with Imation Legal Affairs or subsidiary legal counsel for additional guidance.

Compliance with U.S. and Local Export Control Laws

It is Imation policy to comply with all export control laws and regulations in each country in which it operates. These laws restrict sales of many types of U.S. origin technologies, materials, or products that could have significant military or police end uses or which could be used in the design, development or production of chemical, biological or nuclear weapons or missile systems. In addition, there are controls that impose trade sanctions on specific countries and prohibit sales to certain named individuals and companies.

Controls under these laws apply to **indirect** as well as **direct** export sales. That is, products or technical information which may not be exported directly from the U.S. to a particular country may also not be shipped indirectly to those countries via another country.

The U.S. Export/Import Department is responsible for coordination of Imation compliance with all export control laws. You should address your export questions to that department. Corporate procedures and a detailed policy statement for export compliance are located in the **Export Procedure Manual** which is available in electronic format on Imation’s Intranet. A hard copy of this Manual is available from the U.S. Export/Import Department. For further information, consult the U.S. Export/Import Department, Imation Legal Affairs or your subsidiary legal counsel.

Compliance with Import and Customs Laws and Regulations

It is Imation policy to comply with all import and customs laws and regulations in each country in which it operates. Such laws and regulations require, among other things, appropriate customs documentation, country of origin marking, and proper classification and valuation declarations. Assistance in these areas can be obtained from

the U.S. Export/Import Department or from your local Customs manager or Logistics Manager or local subsidiary legal counsel. The **U.S. Import Procedure Manual** may be used for guidance and is available in hard copy from the U.S. Export/Import Department or on Imation's Intranet.

 To report suspected violations of this policy see Reporting Suspected Violations and Seeking Clarification of this Policy for contact information.

Doing Business with Government Agencies


It is Imation policy to comply with all applicable rules, regulations and contract requirements of all agencies of any government with which we do business.

Inside the U.S.

In the U.S., the publication entitled **Imation Business Conduct Policy Applicable to U.S. Government Contracts and Subcontracts** gives direction to Imation employees in their business dealings with federal government agencies and with companies that have contracts with such agencies. If you plan to do business with a federal agency, or with a company that has a contract with a federal agency, you should obtain a copy of this policy from Imation Legal Affairs.


Below are some of the important subjects that you should be familiar with before you begin doing business with a federal government agency or with a company that has a contract with a federal agency:

- Gifts and gratuities, also known as business courtesies. See Business Courtesies Policies for policies regarding the giving of business courtesies to or the receipt of business courtesies from government agency employees and consultants.
- Contract negotiation requirements, such as special bidding rules and providing accurate, complete and current cost and pricing data prior to agreement on price.
- Selection of procurement sources.
- Free samples.
- Contract obligations, such as special pricing and intellectual property rights.
- Government security requirements.
- Hiring former and current government employees and consultants. See Hiring Former and Current Government Employees.
- Making false statements or certifying false data to government agencies.

 If you have questions about this policy or if you plan to do business with state, county or local government agencies in the U.S. consult Imation Legal Affairs.

Outside the U.S.

Employees outside the U.S. should obtain counsel from their subsidiary or local legal counsel before doing business with governments other than the U.S. government.

 To report suspected violations of this policy see Reporting Suspected Violations and Seeking Clarification of this Policy.

Hiring Former and Current Government Employees

Inside the U.S.

U.S. Government Employees

Complex and constantly changing rules govern the recruitment and employment of former and current U.S. government employees in private industry. The rules vary according to the employment status of government

employees (e.g., civilian or military, regular or reserve military, active or retired, etc.) and the functions they performed while employed by the government. Therefore, each situation must be considered on a case-by-case basis. Due to this complexity, prior clearance to discuss possible Imation employment with, make an offer to, or hire (as an employee or consultant) any current or former U.S. government employee (military or civilian) must be obtained from Human Resources after its consultation with Imation Legal Affairs.

Prior clearance from Human Resources also is required to discuss possible employment with, make offers to, or hire (as an employee or consultant) any member of the immediate family of a current U.S. government employee who is in a position to directly or significantly influence the regulatory or contractual treatment of Imation in any pending matter, or who is in a position to direct or influence the purchase of Imation goods or services by any U.S. government agency or department.

If employment discussions are initiated with you by former or current U.S. government employees or by members of their immediate families covered above, you should terminate the discussions immediately until it is determined that your discussions are proper and legal. Former U.S. government employees who become Imation employees or Imation consultants must strictly follow all U.S. government conflict of interest laws, regulations and policies applicable to their former U.S. government employment.

State and Local Government Employees

Imation employees must not offer or discuss the possibility of Imation employment or consultant relationships with current state or local government employees (or members of their immediate families) who are in positions to directly or significantly influence either the purchase of Imation goods or services by state or local government agencies or the enforcement of state or local government regulations affecting Imation in any pending matter.

In addition, Imation employees must not offer or discuss the possibility of Imation employment or consultant relationships with current or former state or local government employees (or members of their immediate families) who are not currently, but who have been within the last two years, in positions to directly or significantly influence either the purchase of Imation goods or services by state or local government agencies or the enforcement of state or local government regulations affecting Imation in any pending matter, without prior approval by the respective division or staff head and prior consultation with Imation Legal Affairs.

You must immediately terminate discussions about possible Imation employment or consultant relationships that are initiated by current or former state or local government employees who meet these conditions.

Outside the U.S.

Many countries have laws regulating the hiring of former or current government employees. It is Imation policy to comply with all such laws,


and local Imation legal counsel should be consulted prior to contacting former or current government employees about possible Imation employment or consulting relationships. The country manager, managing director or vice president of International must approve the hiring of former or current government employees as Imation employees and consultants.

Former Government Employees and Consultants Working as Imation Employees/Consultants

On a worldwide basis, Imation employees and consultants who are former government employees or consultants are expected to comply with all government conflict of interest policies and regulations applicable to their prior employment and consultant relationships. Generally speaking, this means that former government employees and consultants must avoid involvement with any Imation matter with which they were significantly involved while employed by or in a consultant relationship with the government.

Hiring Former or Current Employees and Consultants of Competitors

Before hiring former or current employees or consultants of Imation competitors, you should consult Imation Confidential Information and Competitive Information, Antitrust Policy and Compliance Guidelines, and consult with Imation Legal Affairs or your subsidiary legal counsel.

 To report suspected violations of this policy see Reporting Suspected Violations and Seeking Clarification of this Policy.

Political Activities

Activities on Imation Owned or Leased Property

It is Imation policy not to permit political campaign or partisan political activities of any type on Imation property, whether owned or leased. As an exception to this policy, political candidates may be allowed to communicate personally with employees and to distribute political campaign literature outside buildings located on Imation property, provided:

- Such activity is approved in advance by the vice president of Corporate
- Communications (or appointed designee) and Imation Legal Affairs.
- The passage of individuals and conduct of Imation business is not disturbed.
- Individuals are not compelled in any way to communicate with or participate in the activity.
- Comparable treatment of candidates is provided, if requested.

Use of Imation Facilities

It is Imation policy not to permit the use of any Imation facilities, including conference facilities, telephones, fax machines, word processors and copying machines for political campaign, political fund raising or partisan political purposes. Except with prior approval by the vice president of Corporate Communications and Imation Legal Affairs, employees may not participate in off-site partisan political activities during paid working hours unless using vacation or personal time off.


Political Messages in the Workplace

Employees who wish to wear political campaign buttons, t-shirts, hats or other articles of clothing that bear political messages or refer to a political candidate may be allowed to do so on Imation property if appropriate and not disruptive. If in doubt about any proposed activity of a political nature, consult Imation Legal Affairs.

Outside the U.S.

The above policies also apply outside the U.S. However, the vice president of International may approve a divergence in policies where:

- Deviations are required to comply with the law of a particular country; or
- Legitimate and compelling business reasons exist for a deviation, and the deviation does not violate local law.

 To report suspected violations of the Political Activities policy see Reporting Suspected Violations and Seeking Clarification of this Policy.

Political Contributions

Inside the U.S.

Imation employees are not permitted to use Imation funds or any other Imation property to make contributions, payments or provide any support to U.S. political parties, committees or candidates. Employees' contributions and support of political parties, committees and candidates through donation of personal funds or property will not be reimbursed by Imation. Further, employees' personal funding or support cannot in any way suggest that said contributions and support are on Imation's behalf.

Outside the U.S.

Political contributions of corporate funds or other corporate property are lawful in some countries. All such contributions must be approved in advance in writing by the vice president of International acting upon the advice of subsidiary legal counsel.

 To report suspected violations of the Imation Political Contributions policy see Reporting Suspected Violations and Seeking Clarification of this Policy.

Lobbying

It's Imation policy to comply with all applicable laws, rules and regulations relating to lobbying or attempting to influence government officials. In some cases, it may be illegal to lobby government officials on Imation's behalf without first registering and otherwise complying with applicable lobbying laws. Therefore, all Imation-related lobbying activities must be approved in advance in writing by the vice president of Corporate Communications (or appointed designee) and Imation Legal Affairs.

Contacts with Government Employees in the U.S.


In the U.S., any Imation employees who contacts elected or appointed federal, state, county, or city government officials and employees to influence legislation, regulations or enforcement activities, may be engaging in regulated lobbying activities. For example, a letter supporting or opposing legislation or government action, written to an elected government official or to a government employee, may constitute lobbying. All Imation related lobbying efforts must be approved in advance in writing by the vice president of Corporate Communications (or appointed designee) and Imation Legal Affairs to ensure compliance with all applicable laws, rules and regulations relating to lobbying or attempting to influence government officials.

Compliance with Registration Requirements

Imation Legal Affairs can assist you in determining if your contact with government personnel is lobbying. If it is lobbying, Imation Legal Affairs, Communications and Public Affairs, and Tax can assist you in assuring compliance with federal, state and local laws.

Outside the U.S.

Outside the U.S., all activities that might constitute lobbying or attempts to influence government officials should first be reviewed with the vice president of International Operations and subsidiary legal counsel.

 To report suspected violations of the Lobbying policy see Reporting Suspected Violations and Seeking Clarification of this Policy.