



JUDGES CODE OF CONDUCT FOR AFRICAN LOYALTY AWARDS

African Loyalty Awards has been developed specifically for the African market with a vision of becoming the centre of excellence in the loyalty industry.

The awards aim to recognise, reward and inspire innovation in customer loyalty across all industry sectors. The role of the judging committee is therefore crucial to ensuring the awards are conducted in a manner of utmost integrity.

In order to ensure our judging process is of the highest standard, fair and unbiased, we require the cooperation and adherence to the judging code of conduct stipulated below.

Judging commences after the application date closes and will be processed in 3 key stages:

1. Truth to shortlist applications to a maximum of 10 per category
2. The judging committee will evaluate entries, remotely from 10 Nov – 01 December 2025
3. The judging panel will meet online on 27 January 2026 from 09h00 – 16h00 SA time

Judges of African Loyalty Awards should take note of the following:

- Judges are required to declare any potential conflict of interest to African Loyalty Awards. This includes any situation in which you have a private or commercial interest that may influence the results or objectify exercise of his or her duties
- The information received by the judges is to be kept strictly confidential both before and after the event. All information gained throughout the judging process, the entrants and their submissions, is under no circumstance to be disclosed or used for personal or professional gain
- This also includes communicating anything related to the awards with individuals in the participating organisations and other judges prior to the main judging day



- Judges are required to familiarise themselves with the requirements of entry for the awards including the stipulated format for entries and judging criteria per category
- Judges are required to inform us of any attempt of participating organisations to contact them with regards to the awards
- Judgement will be made on the entries based on the information provided in the submitted application only
- Judges are welcome to discuss with Judging Chair, Amanda Cromhout, prior to the main judging day, if they feel that an entry should be re-assigned to a different category
- Judges are required to inform Judging Chair, Amanda Cromhout, if he/she feels that information contained in a case study is misleading or incorrect
- Judges will be sent the shortlisted entries for their panel, after we have concluded any conflict of interest. The judges will NOT be sent entries where conflict of interest has been declared
- Truth will provide the judges with a scoring sheet which will be submitted prior to the main judging day for the remote judging
- The judges' decision is final and there will be no opportunity for appeal from the entrants
- Judges are expected to promote African Loyalty Awards through whichever channel (e.g. social platforms, etc.) to encourage entries

I have read and agree to the above code of conduct for African Loyalty Awards.

Signed:

Date:

