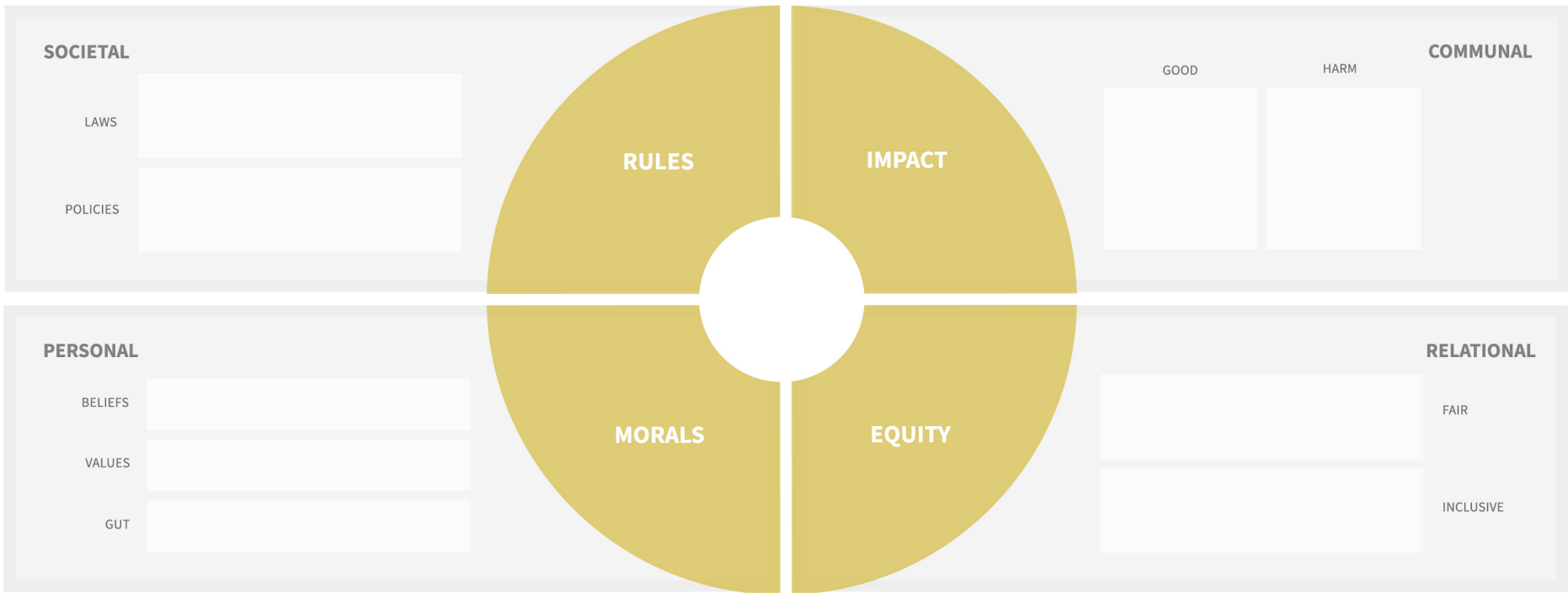


MATRIX OF ETHICS

HELLO CITIZEN

Every ethical decision is made up of four components: rules, impact, morals, and equity. Ethics always relates to more than one party, taking into consideration the society, the community, the people involved as well as the relationship between all parties. Are you ready to explore ethical choices?

<p>BEHAVIOR</p> <p>SUMMARY</p> <p>PURPOSE</p>	<p>CONTEXT</p> <p>PARTIES</p> <p>AUTHORITY</p>	<p>CONCLUSION</p> <p>ETHICAL</p>
------------------------------------------------------	-------------------------------------------------------	-----------------------------------------



RIGHT

RULES	IMPACT	MORALS	EQUITY

WRONG

RULES	IMPACT	MORALS	EQUITY