



AFC CODE OF CONDUCT

Edition 2014



1 Object

The AFC Code of Conduct defines the most important values and principles for behaviour and conduct within the AFC as well as with external parties. The observance of the principles laid down in the Code of Conduct is essential to the AFC and its objectives, in particular to protect and improve the game of football constantly and promote it in the territory of Asia in the light of its unifying, educational, cultural and humanitarian values, particularly through youth and development programmes, and prevent any methods or practices which might jeopardise the integrity of matches or competitions or give rise to abuse of association football.

2 Scope of application

The Code of Conduct applies to all members of the AFC family, namely

- Officials: officials are all board members, committee members, referees and assistant referees, coaches, trainers and any other persons responsible for technical, medical and administrative matters at the AFC, an association, league or club
- AFC employees
- Players
- Associations, members of associations, match officials, player's agents and match agents as defined in the AFC Statutes

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Eleven core principles for behavior and conduct of the AFC family

As a member of the AFC family, we shall at all times comply with the following principles:

3.1 Integrity and ethical behaviour

We all behave ethically and act with integrity in all situations, keeping in mind that a reputation for integrity is of the utmost importance to the AFC and its objectives.

3.2 Respect and dignity

We treat everyone with respect, and protect the personal dignity, privacy and personal rights of every human being.

3.3 Zero tolerance of discrimination and harassment

We are committed to a diverse culture. There shall be no discrimination as a result of race, ethnicity, origin, skin colour, nationality, religion, age, gender, language, physical appearance, sexual orientation or political opinion, or engagement in any kind of verbal or physical harassment based on any of the above-mentioned or any other criteria.

3.4 Fair play

We believe in the importance of fair play guiding us at all times in all our actions and decisions.

3.5 Compliance with laws, rules and regulations

We comply with all applicable laws and adhere to internal rules and regulations, including respecting stakeholders' interests.

3.6 Avoidance of conflicts of interest

We act always in the best interests of the AFC and its objectives. It is the personal responsibility of each member of the AFC family to avoid any conflict of interest.

3.7 Transparency and compliance

We seek transparency and strive to maintain a good compliance culture with checks and balances.

3.8 Social and environmental responsibility

We are committed to taking our social and environmental responsibility seriously. We want to contribute to positive social change through football, and aim to minimise the negative impact of all our activities on the environment and to promote sustainability within our sphere of influence.

3.9 Fight against drugs and doping

We want to play a pioneering role in the fight against drugs and doping in sport. We are strictly against drugs and all doping practices.

3.10 Zero tolerance of bribery and corruption

We reject and condemn all forms of bribery and corruption.

3.11 No betting or manipulation

We do not take part in betting connected with football and do not tolerate any form of manipulation or unlawful influencing of match results.

4 Enforcement

This Code of Conduct was adopted by the AFC Executive Committee in Kuala Lumpur on 26 November 2013 and comes into force with immediate effect.

On behalf of the AFC Executive Committee

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