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## writing sample

**ceo video script**

Code of Conduct Script for the Chief Executive Officer  
Topic: New Company Ethics Compliance Program

<BEGIN>

I'm proud of McAfee's new vision and mission, as well as the values that we celebrate as an independent company—one of the largest, pure-play cybersecurity brands in the world.

Today I want to share with you what each of us must consider as the bedrock foundation to our vision, mission, and values, because the way we do business is as important as the business we do.

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It's as simple as this: how we do business as McAfee defines us.

How we treat one another and our stakeholders—from customers and partners, to suppliers and the communities where we work and live—is characterized by a few essential, fundamental principles.

That's why each of us is responsible for living our Code of Conduct, including full compliance with the letter and intent of the law wherever we are, as well as ethical behavior, whatever we do.

Our Code of Conduct ensures that our values inform every project, every team, every office, and every relationship that we earn around the world.

Please read our Code of Conduct and make it your north star when you think, speak, and act on behalf of McAfee.

100% compliance to a legal standing in every way, every day, is job one. It's the first and most critical measure of success each of us owns.

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Our cybersecurity expertise, of course, is foundational to how the world views McAfee.

The outcomes we drive matter. That's why each and every day we use our talents to create technology that safeguards human progress.

But we are known for more than what we do. We also are revered for who we are.

Our integrity informs every action we take and every word we speak.

You are the reason our brand is trusted to protect companies large and small, as well as organizations and governments around the globe, not to mention hundreds of millions of people connected through the transformational power of technology.

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It's also why we willingly collaborate with competitors for the higher good through initiatives like the Cyber Threat Alliance.

This same spirit allows us to steadfastly draw on our courage to fight cybercrime, even as our adversaries relentlessly turn the promise of technology against all of humanity.

In that fight we partner with national agencies and international law enforcement to ensure our deep knowledge and compelling innovations have the greatest impact in efforts to defend our country and the free world—nomoreransom.org is one of the latest proof points on this front, and one which can make all of us grateful to represent, and cherish, the McAfee brand.

Our Chairman (name redacted) and I couldn't agree more with his views on compliance and ethics.

I'm proud to include his statement here endorsing the importance of each of us maintaining compliance in every action we take, anywhere in the world.

I also personally ask that each of you view a video capturing his own views on our business, and the importance of compliance in transacting business on behalf of our organization.

Thank you for your commitment to McAfee.

Not only do you make the world a safer place, but by making a personal pledge to act honestly, ethically, and with full diligence in support of our Code of Conduct, you also make the world a better place.

<END>