

“Respect is not a choice — it is the foundation of everything we build.”

1. Introduction

We live in a time when respect for human dignity is no longer just an expectation — it is an essential requirement. In every modern professional environment, psychological safety and interpersonal respect are fundamental pillars of productivity, innovation, and well-being. At 4U Homes, it is no different. We understand that no success is sustainable when built on fear, intimidation, or symbolic violence.

For this reason, we adopt a clear and firm policy of zero tolerance toward moral and sexual harassment. Our commitment is to create a fair, welcoming, and inclusive environment, where all voices are respected and no employee has to choose between their career and their dignity.

In the United States, several standards regulate harassment prevention and response, such as **Title VII of the Civil Rights Act of 1964**, which prohibits discrimination based on gender, race, religion, and other factors. The **Equal Employment Opportunity Commission (EEOC)** is the federal agency responsible for investigating and prosecuting harassment cases in the workplace. 4U Homes follows these guidelines, but goes further: we promote a culture of active respect and collective accountability, where every employee plays an essential role in prevention.

2. Zero Tolerance for Harassment: what does it mean?

At 4U Homes, harassment has no place. Our zero-tolerance policy is not just a formal guideline — it is a clear expression of our values: respect, dignity, and safety for all. This means no form of harassment will be ignored, minimized, or justified. If a behavior generates embarrassment, fear, or humiliation, it will be treated seriously, without excuses or relativizations.

Harassment can take many forms — some evident, others more subtle. But all have one thing in common: they violate the integrity of the victim and compromise the work environment. Knowing these forms is the first step to preventing them:

- **Verbal:** offensive jokes, derogatory comments, inappropriate insinuations, or embarrassing nicknames.
- **Physical:** unauthorized touching, invasive approaches, or gestures that cross the line of respect.
- **Psychological:** veiled threats, constant humiliation, deliberate exclusion, intimidation, or excessive pressure.
- **Sexual:** messages with intimate connotations, insistent looks, invasive flirting, improper proposals, or persistent insinuations.

✦ **Practical Example:** Imagine an employee who, even after being warned, continues to make comments about a colleague’s physical appearance. This attitude, even disguised as a “compliment,” crosses the line of respect and constitutes harassment.

🧠 **Final Reflection:** Harassment is not defined by the perpetrator’s intention, but by the impact it has on the recipient. If there is discomfort, embarrassment, or a feeling of threat, it is time to stop, reflect — and correct the course.

3. Moral Harassment: when disrespect repeats and hurts

The workplace must be a space of development, dignity, and belonging. However, when respect is no longer the foundation of relationships, space opens up for silent and destructive practices — such as moral harassment.

This type of conduct is not a simple “misunderstanding” or “excessive demand”: it is a continuous process of exposing someone to humiliating, embarrassing, or destabilizing situations, especially in contexts of hierarchy or power.

At 4U Homes, we repudiate any behavior that disqualifies, intimidates, or silences an employee. Institutional integrity depends on the courage to recognize and interrupt cycles of abuse — whether explicit or disguised as “jokes,” “pressure for results,” or “tough leadership style.”

Examples of conduct that characterize moral harassment:

- Systematic criticism, in public or private, with derogatory words, insinuations about technical capacity, or demoralizing comparisons between colleagues.

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- Intentional exclusion from professional interactions, such as being ignored in emails, meetings, or decisions involving one's work.
- Purposeful work overload or imposition of unattainable goals, often as covert punishment or retaliation.
- Continuous disqualification of work performed, even when results are positive or satisfactory.
- Social isolation or encouraging the devaluation of an employee by the team, creating a hostile environment.

 **Practical Example:** A collaborator consistently delivers good reports, yet her supervisor constantly points out “irrelevant flaws” in public, jokes about her “magnifying glass,” and removes her from leading meetings. Over time, she avoids the team, feels insecure, and fears retaliation — this is a typical example of moral harassment disguised as “leadership style.”

 **Important:** Moral harassment is not limited to shouting or direct insults. It can be subtle, repetitive, and institutionalized — but the effects on mental health, self-esteem, and motivation are profound.

 **Final Reflection:** Genuine respect is measured not only by the absence of offenses, but by the active presence of care, recognition, and fairness.

4. Sexual Harassment: the body and personal space deserve absolute respect

Sexual harassment is not a light subject — and it must not be treated lightly. It involves abuse of power, invasion of personal space, and breach of trust.

At 4U Homes, we reaffirm in a clear and non-negotiable way: no one should feel embarrassed, intimidated, or threatened because of their body, gender, or appearance. Respect for others' physical and psychological space is non-negotiable and part of our identity as an ethical and humane company.

Sexual harassment can occur subtly or explicitly, verbally or non-verbally, in person or digitally. It does not always involve a “touch” or “direct proposal.” Often, it begins with invasive looks, double-meaning jokes, suggestive messages, or comments about someone's body or intimate life.

Examples of conduct that constitute sexual harassment:

- Invasive comments or insinuations about physical appearance.
- Insistent invitations for romantic or sexual encounters, even after refusals.
- Sharing sexually explicit content in the workplace (messages, images, videos).
- Suggestive looks or gestures that cause embarrassment.
- Non-consensual touches, “forced hugs,” or inappropriate physical closeness.
- Promises of benefits in exchange for sexual involvement.

 **Practical Example:** A manager sends messages outside of work hours to a collaborator, with suggestive emojis and questions about her love life. Even after she responds indifferently, he insists, claiming it is “just a joke.” This is not a joke — it is harassment.

 **Important Reminder:** Even when done informally or at social events, any sexual behavior without clear mutual consent is unacceptable. Silence or hesitation does not mean approval.

 **Final Reflection:** A healthy environment begins when everyone feels safe to be who they are, without fear of judgment, jokes, or embarrassment. The other person's body is not public territory — respecting this boundary is part of our culture of integrity.

5. Everyone is responsible for prevention

Building a harassment-free environment is not only HR's or Compliance's responsibility — it is everyone's. Each employee has the power — and duty — to actively contribute to making respect part of daily life, not just a written value.

Expected conduct:

- Intervene respectfully when noticing comments, attitudes, or “jokes” that cross boundaries.
- Support colleagues who are victims of inappropriate behavior.

- Avoid jokes, gestures, or comments that may embarrass others — even if your intention seems harmless.
- Share information about prevention and reporting channels with colleagues.
- Be an example of respect in every interaction — on-site, in the office, in virtual meetings, or at events.

 **Practical Example:** An employee shows a sexually explicit image on their phone during a break on the jobsite. Even if no one reacts, one person visibly shows discomfort. The right thing to do is to stop the situation, firmly but respectfully correct the colleague, and report it if necessary.

 **Final Reflection:** Prevention is a collective pact, built daily through small actions. Ethics is more than “not doing harm” — it is the willingness to do good, even when it is not easy.

6. How to report?

At 4U Homes, no one is alone. If you have witnessed, suffered, or become aware of harassment — moral, sexual, or otherwise — your voice matters and will be heard with respect, seriousness, and confidentiality.

Reporting channels:

- 4U Homes Ethics Channel (online, 24/7, with option for anonymous or identified reports).
- Compliance Department (direct, confidential contact with specialized staff).
- Human Resources (trained professionals to listen, guide, and handle delicate situations).
- Immediate Leadership (if you feel safe and confident, you may also report to your direct supervisor).

 **Guarantees to the reporter:** confidentiality, anonymity option, non-retaliation, and ethical support.

 **Practical Example:** You notice a colleague being frequently subjected to offensive jokes during meetings. Even if she has not formally complained, you can — and should — report the behavior to the Ethics Channel or HR.

 **Final Reflection:** In an ethical culture, silence in the face of harassment is not neutrality — it is omission. At 4U Homes, we value those who have the courage to act.

7. Investigation and Accountability

Every report is handled with seriousness and impartiality, regardless of the employee’s role, time at the company, or declared intent.

Steps of the investigative process:

1. Receipt of report.
2. Preliminary assessment.
3. Formal investigation (interviews, documents, legal consultation).
4. Conclusion and decision (following EEOC guidelines in the U.S.).
5. Disciplinary or corrective measures.

Expected conduct during investigation: truthfulness, cooperation, no intimidation, and confidentiality.

 **Practical Example:** An intern reports recurring verbal harassment from a manager. Even with hierarchical differences, the investigation will proceed normally, with protection for the reporter and impartial analysis.

 **Final Reflection:** Investigating rigorously protects our culture and ensures abusive behavior has no space.

8. Preventive Measures: building respect starts before conflict

At 4U Homes, prevention comes first.

Key preventive actions:

- Mandatory periodic training for all employees.
- Onboarding content on moral and sexual harassment.
- Clear internal communication about rights and reporting channels.
- Awareness campaigns (posters, videos, events).
- Psychological support programs.
- Organizational climate assessments.

- Ethical conduct requirements for suppliers, visitors, and third parties.

Role of leadership: lead by example, stay attentive, act promptly, listen seriously, and escalate responsibly.

 **Practical Example:** A leader notices sarcastic laughter at a colleague's comment during a meeting. Even without a formal complaint, he must intervene and, if needed, involve HR or Compliance.

 **Practical Tip:** Respect is built in small actions — greeting, listening attentively, apologizing when necessary.

9. Consequences for Non-Compliance: protecting respect is protecting everyone

Any conduct representing moral or sexual harassment will be treated with seriousness, impartiality, and firmness.

Possible consequences for offenders:

- Formal warning.
- Temporary suspension.
- Termination for cause (serious or repeated cases).
- Termination of third-party contracts.
- Referral to authorities (in cases with legal implications).

 **Protection for the reporter:** Retaliation against good-faith reporters is prohibited.

 **Final Reflection:** Omission also has consequences. Acting responsibly makes you part of the solution.

10. Inspiring Closing

At 4U Homes, a respectful workplace is not just a right — it is the foundation of everything we build together. Preventing harassment goes beyond compliance: it is about empathy, courage, and responsibility.

Remember: you are never alone. Here, respect is non-negotiable — and every choice for integrity helps build a safer, fairer, and more humane environment for all.

Stefan, essa é a versão **em inglês, integral e fiel** da **Política de Prevenção ao Assédio Moral e Sexual**, pronta para ser publicada no site da 4U Homes.

Quer que eu já converta também em **Word**, como fizemos com as outras, para manter o padrão de publicação?