

DCU ETHICAL & COMMERCIAL PARTNERSHIP POLICY

Version: October, 2025

Foreword

At the Danish Cycling Federation, we believe that strong partnerships are built on shared values – integrity, respect, and responsibility.

This policy sets out the ethical and commercial standards that guide how we collaborate with our sponsors, suppliers, and partners.

It ensures that every partnership contributes positively to Danish cycling – from the youngest riders to our national teams – and reflects the trust placed in DCU by athletes, clubs, and the wider community.

Niels Bo Dugaard, CEO, Danish Cycling Federation

Purpose

The Danish Cycling Federation (DCU) enters partnerships that promote a healthy, inclusive, and responsible cycling culture in Denmark.

All collaborations must comply with Danish law, uphold sporting integrity, and support DCU's mission to strengthen cycling from grassroots to elite.

1. Core Principles

- Integrity: All partnerships must follow Danish law and relevant sports regulations (UCI, DIF, Team Denmark, Anti Doping Danmark). See *Appendix A – Applicable Laws and Ethical Frameworks*.
 - Athlete welfare: Every activation must protect athlete health, safety, and dignity, especially for minors.
 - Inclusion & respect: DCU only works with partners who uphold human rights and value diversity and inclusion.
 - Environmental responsibility: Partners should minimize environmental impact and use only accurate, verifiable sustainability claims.
 - Transparency: Commercial income must benefit Danish cycling broadly across both elite and grassroots.
-

2. Excluded Categories

DCU will not enter partnerships with companies primarily engaged in:

- Tobacco, e-cigarettes or vaping products
 - Alcoholic beverages
 - Weapons or defense
 - Pornography or adult entertainment
 - Gambling, betting, or lotteries
 - Doping substances or related services
 - Illegal products or sanctioned entities
-

3. Sensitive Categories (Case-by-Case)

The following categories require individual assessment and Executive approval:

- Energy drinks and stimulant beverages
 - Nutrition and energy products, which must be certified under the *Informed Sport* program or an equivalent approved by Anti Doping Danmark (ADD)
 - Fast food, confectionery, or high-sugar products
 - Financial products with elevated consumer risk (e.g. leveraged trading, crypto)
 - Health or wellness products making medical or performance claims
-

4. Governance, Due Diligence & Approval

- All sponsorships and supplier partnerships must be approved by DCU Executive Management.
- Sensitive or high-value partnerships require Board sign-off.
- DCU conducts proportionate due diligence before approval, including checks on ownership, legality, financial standing, and ESG/anti-doping risk.
- Conflicts of interest must be declared and managed transparently.
- All agreements include standard compliance and termination clauses to safeguard DCU's integrity.
- **RideForDenmark Partnerships**
 - The *#RideForDenmark* concept is a collective partnership platform designed to support Danish cycling through shared contributions and visibility.
 - Participation in *#RideForDenmark* does not grant exclusive category rights within a sector, as the purpose of the platform is to foster collaboration across multiple partners committed to DCU's mission.
 - Exclusive sponsorships or category protection apply only to individually contracted DCU partnerships approved under the central partnership register.

5. Transparency & Accountability

- All active partnerships are registered in DCU's central partnership register.
 - Partners must comply with ethical business standards and notify DCU of material changes.
 - DCU may publish an annual summary of partnerships and their contribution to Danish cycling.
 - Any concern about compliance or integrity can be reported confidentially to DCU's Integrity Contact Point.
-

6. Use of AI and Digital Content

- Partners may only use artificial intelligence (AI), machine learning, or synthetic media in connection with DCU's brand, athletes, or events with DCU's prior written approval.
 - Any AI-generated or AI-enhanced content using DCU assets or athlete likeness must be clearly labelled ("AI-generated") and comply with applicable law, including the EU AI Act and GDPR.
 - DCU and the athlete must both approve any use of athlete image, voice, or data in AI-based content.
 - AI may never be used to create misleading or manipulated content, simulate athlete endorsements, or train models using DCU or athlete data.
 - DCU retains full editorial and intellectual-property control over any AI-related content created under a partnership.
-

Contact

For questions or clarification, please contact DCU on: dcu@cyklingdanmark.dk
Website: www.cyklingdanmark.dk

Appendix A – Applicable Laws and Ethical Frameworks

Organisation	Document / Framework	Scope / Relevance	Official Link
Team Danmark & Danmarks Idrætsforbund (DIF)	Etisk kodeks for dansk konkurrenceidræt	Defines ethical principles for Danish competitive sport; jointly adopted by Team Danmark and DIF.	https://www.teamdanmark.dk/ansvarlig-eliteidraet/etisk-kodeks
Anti Doping Danmark (ADD)	National Anti-Doping Rules (Denmark)	National implementation of the World Anti-Doping Code; binding for DCU and its athletes.	https://www.antidoping.dk/media/1159/national_anti_doping_rules_denmark.pdf
UCI – Union Cycliste Internationale	UCI Regulations	The overarching regulatory framework governing cycling, including competition rules and federation duties.	https://www.uci.org/regulations/3MyLDDr wJCJJ0BGGOFzOat
UCI / ITA – International Testing Agency	UCI Anti-Doping Rules (Part 14)	Governs anti-doping procedures and compliance obligations for all national cycling federations and riders.	https://ita.sport/resource/uci-anti-doping-rules/