As the world responds to COVID-19 (coronavirus), the most important role for you as a business owner or manager is to protect yourself, your employees and your customers. You are in a leadership role to guide, direct and reassure those who work for you and those who count on you for products or services. A responsible, proactive approach will show your stakeholders that you understand the magnitude and the uncertainty of the current situation, and that goodwill, trust and transparency are guiding your decisions.

Practice Good Hygiene
- Avoid shaking hands to reduce the risk of spreading the infection
- Wash your hands often with soap and water for 20 seconds or use hand sanitizer with at least 60% alcohol
- Shield coughs and sneezes with a tissue, elbow or shoulder
- Refrain from touching your face
- Routinely disinfect surfaces like doorknobs, tables, desks and handrails
- Increase ventilation by opening windows or adjusting air conditioning
- Limit food sharing

Managing Your Business
- Use videoconferencing for meetings when possible
- Hold meetings in open, well-ventilated rooms
- Adjust or postpone large meetings or gatherings
- Assess the risks of business travel
- Follow official recommendations regarding public events, travel, and conferences
- Create or update your risk response plan

Stay Home If:
- You feel sick or have a sick family member in your home
- You have a fever

To learn valuable tips and access resources to help prepare your business, visit: bbb-businesses.org/covid-19

last updated on: 03/17/2020
Let BBB Standards for Trust Guide You

Our standards for marketplace trust can be adapted to the current situation:

**Build Trust** — Refrain from doing anything that looks like you’re taking advantage of the coronavirus situation. Keep prices and services the same. Consider your daily operations as business-as-usual with a few minor adjustments to help prevent the virus from spreading.

**Advertise Honestly** — Do not fuel fears. More than anything, you need to act as a calming and reassuring partner to your customers. Continue with your standard advertising, but add a reference that you’re following public health protocols to stem the transmission of the virus.

**Tell the Truth** — The virus may impact deliverables. Be honest with your customers regarding timelines and product availability. Set realistic expectations if your delivery or service is impacted by illness or precautions. Set clear expectations with your customers. They will respect that you are thinking about them and taking this seriously.

**Be Transparent/Honor Promises** — If you are unable to fulfill commitments, communicate immediately with your customers, rather than disappointing them and having to rationalize the reasons after the fact.

**Be Responsive/Embody Integrity** — Demonstrate purpose and support for your community. Businesses can play a vital role in maintaining strong communities, even in challenging times.

**Safeguard Privacy** — With increasing amounts of staff working remotely, security concerns are more pressing than ever. Make sure your team works only on a secure, password-protected network. Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their data.

To learn valuable tips and access resources to help prepare your business, visit:

[bbb-businesses.org/covid-19](http://bbb-businesses.org/covid-19)

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