



# Code of Conduct

**Version 1.1**

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## Change Log

<u>NAME</u>	<u>DATE</u>	<u>CHANGE</u>	<u>VERSION</u>
Braden T.	06/01/25	Comprehensive Revision	1.1
Braden T., Will H., Chris W., Grant M.	01/01/25	Comprehensive CoC Revision.	1.0

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This is an operational guide for members of Southwest Virtual Airlines.



## A Message from the CEO



Since our founding in 2008, Southwest Virtual Airlines (SVA) has evolved from a passionate vision into one of the most respected and authentic flight simulation communities in the world. What began as an effort to replicate the joy of flying has grown into something far more meaningful; A place where aviation enthusiasts come together to connect, challenge themselves, and share in the camaraderie that defines our culture.

At SVA, we believe in more than just logging hours in the sky. We believe in building a community that mirrors the spirit of real-world aviation: dynamic, driven, and deeply rooted in teamwork. Every flight, whether it's a short hop into Chicago Midway or a transcontinental run across the country, adds to a greater story, one written by pilots like you, who take pride in excellence, realism, and a love for flight.

Our airline reflects the core values we cherish: a Warrior Spirit that drives us to always improve, a Servant's Heart that builds community and support, and a Fun-LUVing Attitude that keeps our skies full of joy. These aren't just words, they guide how we fly, how we train, how we lead, and how we support one another through every phase of the journey.

From our advanced LUV CARS dispatch and logging system to our robust VATSIM-authorized training department, we've designed every aspect of our airline to help you grow. Whether you're here to build hours, earn ratings, join large group events, or simply have fun flying your favorite routes, you'll find the tools, support, and community to do just that.

This guide is a reflection of our mission, our professionalism, and our people. It is more than a set of rules, it is a representation of who we are, what we strive for, and the legacy we continue to build with every flight logged.

So welcome aboard. We're glad you're here, not just as a pilot, but as a valued member of our SVA family. Together, we will honor our past, elevate our present, and chart the course for a bold, blue-skied future.

*Braden Thompson*

**Braden Thompson**  
Chief Executive Officer  
Southwest Virtual Airlines



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## What is the Code of Conduct

The Southwest Virtual Airlines Code of Conduct outlines our commitments to you, our members and staff. As a community built on realism, respect, and professionalism, we strive to operate our virtual airline with the highest levels of integrity, accountability, and passion for aviation.

Every pilot, staff member, and volunteer within SVA is expected to uphold the standards set forth in our policies and procedures. As a virtual airline that mirrors the values of the real-world Southwest Airlines, our work, whether in the cockpit, in training, or in support roles should reflect the same Heart, dedication, and spirit of community.

Our Code of Conduct serves as a framework for how we interact with one another, how we represent the organization, and how we comply with our internal guidelines and broader simulation network expectations. This document provides clear expectations, resources, and guidance to help all members navigate challenges, support one another, and contribute positively to our shared mission.

## Our Identity

At Southwest Virtual Airlines, we operate with purpose, driven by our Vision, Mission, and the principles of the **Southwest Way**. These core tenets help us build a safe, inclusive, and collaborative environment where virtual aviators of all backgrounds can thrive.

Our people, pilots, staff, and community members are the **Heart of SVA** and what set us apart in the world of flight simulation. We are united not only by a love of aviation but also by a shared commitment to excellence, authenticity, and community spirit.

### Vision

To Become the World's Most Loved, Most Flown, and Most Enjoyable Virtual Airline.

### Values

Encompass Southwest's Ideals

Warrior Spirit

Servant's Heart

Fun-LUVing Attitude

Work the Southwest Way

Reliability

Friendly Staff

Realism

Embrace our Community

### Mission

The mission of Southwest Virtual Airlines is dedication to the highest quality of flight simulation with a sense of realism, warmth, friendliness, and company spirit.

At SVA, we're more than just a virtual airline. We're a community built on purpose, guided by values, and powered by people.





## Our Culture

At Southwest Virtual Airlines, our culture is more than just an idea, it's a living, evolving system built to sustain excellence, inspire engagement, and foster long-term growth. It's a product of intentional design, shared values, and the collective actions of our members and staff. Grounded in realism and driven by community, we empower each pilot to find purpose, pride, and belonging.

Here's how our culture comes to life:

### **Robust Systems for Realism**

We invest in powerful, scalable tools like **LUVCARS 5**, **CrewHub**, and **SVALife** that bring airline operations to life with precision and accessibility. These platforms support realistic dispatching, flight logging, and operational coordination, ensuring every member experiences the structure and flow of a real-world airline.

### **Authentic Flying Experience**

Our schedules are synced daily to reflect real-world Southwest Airlines operations, offering pilots accurate routing and timing. With integrated dispatch, flight planning, and automated briefings, we simulate every phase of airline workflow, from pre-flight to touchdown, with fidelity and professionalism.

### **Supportive, Global Community**

At the heart of SVA is a diverse and connected community. Through scheduled events, VATSIM group flights, mentorship programs, and social engagement, we foster camaraderie that spans continents. Whether you're new to the hobby or a seasoned virtual aviator, you're never flying alone.

### **Empowering Pilot Development**

Growth is a journey, and we're here to support it. With a dynamic **rank structure**, **achievement-based awards**, and optional **training programs**, including VATSIM ratings and Boeing 737 certifications, we recognize and reward your commitment while helping you hone your skills.

### **Professional and Accountable Leadership**

Our staff members are selected based on service, capability, and alignment with our values. Held to high standards of professionalism, they serve as mentors, facilitators, and stewards of our vision, ensuring our culture is not only preserved but elevated.

Together, these pillars form the backbone of our culture, a system built not just to simulate aviation, but to inspire excellence, collaboration, and fun. At Southwest Virtual Airlines, we don't just fly... we grow, connect, and thrive.



## Our Commitments

At Southwest Virtual Airlines, culture isn't just defined by policies, it's shaped by the behaviors we celebrate, the standards we uphold, and the environment we strive to protect. Our values are the compass that guides our decisions, interactions, and leadership across the organization. Whether you're a new pilot, a seasoned staff member, or a returning community leader, you are expected to reflect on and reinforce the principles that make SVA a safe, inclusive, and empowering space.

The graphic below illustrates **three core areas of commitment** that serve as the foundation of our community:

### What We Celebrate

- ✓ Consistency in flying and engagement
- ✓ Staff who go above and beyond
- ✓ Members who uplift others
- ✓ Milestones, promotions, achievements
- ✓ A great landing and a good laugh

### What We Don't Tolerate

- ✗ Harassment, bullying, or toxic behavior
- ✗ System manipulation or abuse
- ✗ Piracy or illegal activity
- ✗ Inactivity without communication
- ✗ Disregard for community well-being

### What We Protect

- 🛡 Pilot data and privacy
- 🛡 System integrity and operational fairness
- 🛡 The realism and heart of our simulation
- 🛡 A space where everyone feels welcome

By standing firm on these commitments, we ensure that SVA remains more than just a virtual airline; It becomes a place where people grow, connect, and thrive.



## Our Operations Model

At Southwest Virtual Airlines (SVA), our operations model isn't just a framework, it's a dynamic and evolving ecosystem designed to reinforce our **Vision** of becoming the most loved, most flown, and most enjoyable virtual airline in the world. Grounded in our **Values** and guided by a strategic focus on community, realism, and empowerment, this model ensures consistency, quality, and growth across everything we do.

Below, we break down the pillars that make our operational strategy both **time-tested** and **self-reinforcing**:



Together, these five pillars form a **resilient, growth-focused cycle**. A self-reinforcing operations model that improves over time as we listen, iterate, and evolve. At SVA, we don't just simulate aviation, we create meaningful experiences and lasting connections.





# Our Code of Conduct

Southwest Virtual Airlines (SVA) is dedicated to fostering a welcoming, respectful, and engaging environment for all members. As a not-for-profit community of aviation enthusiasts, we hold ourselves to high standards of conduct. This Code of Conduct outlines the expectations for behavior across all SVA platforms, activities, and interactions.

By participating in SVA, members agree to uphold the values of respect, professionalism, inclusivity, and integrity. Violations of this Code may result in disciplinary actions, up to and including termination of membership and legal action where applicable.

## 1. General Principles

**1.1 Respect and Inclusivity:** Treat all members with dignity and respect, regardless of their background, experience level, or perspectives. Harassment, discrimination, or bullying of any kind is strictly prohibited.

**1.2 Professionalism:** Conduct yourself in a manner that reflects positively on SVA, especially when representing the organization on external platforms, events, or collaborations.

**1.3 Community Focus:** All interactions should contribute to the enjoyment and growth of the flight simulation hobby and the SVA community.

## 2. Behavior and Communication

**2.2 Respectful Communication:** Use courteous and professional language in all forms of communication, including Discord, LUVCARS chat, emails, and social media. Avoid offensive, inflammatory, or divisive comments.

**2.3 Prohibited Content:** Refrain from posting or sharing:

**2.3.1** Political, religious, or controversial content.

**2.3.2** Graphic, violent, or explicit material.

**2.3.3** Spam, advertisements, or promotions unrelated to aviation or SVA.

**2.4 Constructive Dialogue:** Provide feedback and criticism in a respectful and constructive manner. Focus on solutions rather than assigning blame.

## 3. Use of SVA Resources

**3.1 Aviation-Focused:** Use SVA platforms solely for aviation-related discussions and activities. Non-aviation content is discouraged unless approved by the leadership team.

**3.2 Copyright Compliance:** All SVA materials, tools, and resources are copyrighted. Unauthorized sharing, reproduction, or modification without explicit permission is prohibited.

**3.3 Media Contributions:** Any media shared on SVA platforms (e.g., screenshots, videos) may be used by SVA for promotional or branding purposes.



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### 4. Privacy and Security

- 4.1 Member Privacy:** Respect the privacy of fellow members. Do not share personal information, private messages, or sensitive details without consent.
- 4.2 Data Integrity:** Avoid engaging in activities that compromise the security of SVA systems, such as unauthorized access or sharing of proprietary information.

### 5. Harassment and Discrimination

- 5.1 Zero Tolerance:** Harassment, including verbal abuse, intimidation, or inappropriate comments based on race, gender, religion, sexual orientation, or other personal characteristics, is not tolerated.
- 5.2 Safe Environment:** Report any instances of harassment or discrimination to SVA leadership immediately for investigation and resolution.

### 6. Legal and Ethical Compliance

- 6.1 Lawful Conduct:** Comply with the laws and regulations of your country and the jurisdiction where you access SVA resources.
- 6.2 No Illegal Activity:** SVA platforms must not be used for illegal activities. SVA cooperates fully with law enforcement investigations when required.
- 6.3 Fair Use of Resources:** Do not exploit SVA resources for personal profit or to advance unauthorized ventures.

### 7. Mentorship and Learning

- 7.1 Knowledge Sharing:** Encourage collaboration by sharing insights, resources, and expertise to help others grow within the flight simulation community.
- 7.2 Supportive Environment:** Experienced members are encouraged to mentor and support new members, fostering a culture of continuous learning.

### 8. Conflict Resolution

- 8.1 Report Issues Promptly:** Members should report conflicts, rule violations, or concerns to SVA leadership through designated channels.
- 8.2 Resolution Process:** SVA leadership will investigate reports promptly and impartially. Confidentiality will be maintained to the max extent possible.
- 8.3 Appeals:** Members subject to disciplinary actions may appeal decisions following the established appeals process outlined by SVA leadership.



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### 9. Enforcement and Disciplinary Actions

**9.1 Investigation:** Violations of this Code will be investigated thoroughly. Leadership will determine appropriate actions based on the severity of the offense.

**9.2 Consequences:** Disciplinary actions may include:

- 9.2.1** Verbal or written warnings.
- 9.2.2** Temporary suspension from SVA platforms or activities.
- 9.2.3** Permanent removal from the organization.
- 9.2.4** Legal action where applicable.

**9.3 Leadership Discretion:** SVA leadership reserves the right to take immediate action in severe cases to protect the community.

### 10. Continuous Improvement

**10.1 Code Updates:** This Code of Conduct will be reviewed periodically to ensure it aligns with the evolving needs of SVA. Members are encouraged to provide feedback for improvements.

**10.2 Commitment to Values:** Upholding this Code is essential to maintaining a vibrant, respectful, and inclusive community. Members are reminded of their responsibility to adhere to these principles at all times.

By engaging with SVA, you acknowledge and agree to this Code of Conduct. Together, we can create a thriving, respectful community that reflects the best of the aviation simulation hobby.



## Legal notice

Southwest Virtual Airlines (SVA) and its partners are not affiliated with Southwest Airlines or any other real-world airline. Southwest Virtual Airlines is a fully owned non-for-profit entity of the Virtual Airline Simulation Organization (VASO). Southwest Virtual is an organization instituted to enhance the enjoyment of the flight simulation hobby and is not interested in engaging in for-profit business activity. Southwest Virtual Airlines utilizes the logo of Southwest Airlines under license from Southwest Airlines. This usage is governed by a licensing agreement that ensures compliance with intellectual property rights. The inclusion of the Southwest Airlines logo is for simulation purposes only and does not imply any direct affiliation or endorsement by Southwest Airlines.

### Privacy Policy

Southwest Virtual Airlines adheres to a straightforward privacy policy for the Virtual Airline (VA). We do not collect personal information from our Pilots for third-party use. Pilots applying to Southwest Virtual Airlines must use their real names and disclose their actual age. The collected information is solely utilized for the hiring and membership process. Demographic data from Pilot applications is securely stored to tailor programs for our Pilots. Southwest Virtual Airlines limits the use of personal information to VA purposes only, ensuring the confidentiality of such data on our web servers. The display of certain information on the password-protected pages of the Southwest Virtual Airlines website is limited to the Pilots' name, join date, and country of residence. This information is accessible only to the Southwest Virtual Airlines Executive Staff and is not shared with any private entities or individuals, in compliance with the Data Protection Act 1988.

### Links to Other Sites

Southwest Virtual Airlines advises users that its website contains links to external sites and is not responsible for the privacy practices of those sites. Users are encouraged to review the privacy statements of each site collecting personally identifiable information. This privacy statement is applicable exclusively to information gathered on the Southwest Virtual Airlines website.

### Piracy

Southwest Virtual Airlines strictly prohibits the distribution of pirated software or any unauthorized intellectual property. We are dedicated to combating piracy and will take decisive action against any member engaging in such activities. Violators will be immediately placed on administrative leave, and details of any piracy transactions will be promptly reported to the relevant software developer and/or authorized distributor. Southwest Virtual Airlines maintains a zero-tolerance policy towards the unauthorized distribution of intellectual property.

