

# **Ethical Marketing & Communications Policy**

**phil**

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# Introduction

As a purpose driven brand, our ethical values are at the heart of Phil's business choices and are reflected in everything we do – including our marketing and communications. Phil inspires and supports change-makers, individuals and organisations to create more positive impact; educating the public on social and environmental opportunities; working with governments and institutions to create effective systemic change. We want to use our brand as a vehicle for change; inspiring others to think, speak and work in a way that engages, supports and strengthens our community as a whole - all while striving to put people and planet above all else.

As a consulting and production firm, we lead by example and help our clients make ethical choices as well. We practise what we preach by not only sharing and applying the following ethical marketing and communication practices with clients, but also when creating internal procedures and policies, and when marketing and speaking about the Phil Way.

Phil uses the General Data Protection Regulation (GDPR) principles as the basis of our framework for our Data Security Policy. It includes our policy guidelines for:

1. Lawfulness and transparency
2. Ethics
  - a. Purpose limitation
  - b. Data minimisation
  - c. Accuracy
3. Security
  - a. Storage limitation
  - b. Security
  - c. Accountability

Refer to our [Data Security Policy](#) for more details.

# Purpose

This Ethical Marketing and Communications Policy (the 'Policy') sets out Phil's position on marketing and communications practices and goes beyond compliance to ensure honesty, fairness and responsibility in our ways of working.

# Scope

The Policy applies to all employees and third parties associated with Phil, or any of our collaborators, no matter where they are located. The Policy also applies to members of our Advisory Circle and/or Committee members at any level. In the context of this Policy,

third-party refers to any individual or organisation that Phil meets and works with including but not limited to clients, employees, collaborators, suppliers and followers.

## Principles

### Legally compliant

- We ensure all marketing communication must be legal, decent, honest and truthful.
- We prepare all marketing communication with a sense of responsibility to clients and society.
- We respect the privacy and confidentiality of clients, protecting them from unwarranted infringements of privacy.
- We do not unfairly portray or refer to anyone in an adverse or offensive way.

### Fosters trust

- We seek to build long-term relationships with clients by being honest, authentic, and straightforward.
- We take all reasonable care to avoid misleading statements, concealment, and overstatement in all advertising and public statements.
- We strive to communicate clearly with all constituencies.
- We do not imply that expressions of opinion are objective claims or make any subjective claims that might mislead the clients.
- We hold documentary evidence to prove claims that clients are likely to regard as objective and that are capable of objective substantiation.
- We do not cause fear or distress without justifiable reason. If it can be justified, the fear or distress should not be excessive.
- We do not use images of clients, staff, collaborators without their written permission.
- We do not use a shocking claim or image just to attract attention.

## Environment

- We create advertising consistent with the social, economic and environmental principles of sustainable development.
- We take into account leading-edge Government guidance including the Green Claims Code published by the UK Department for Environment, Food & Rural Affairs ([DEFRA](#)).
- We ensure the basis of environmental claims are clear and not misleading.
- We ensure the meaning of all terms used in advertising is clear to clients.
- We do not make unqualified claims and any absolute claims must be supported by a high level of academic and scientific evidence.
- We base environmental claims on the full life cycle of an advertised product, unless the marketing communications specifically states otherwise, and make clear any limitations.
- We do not suggest claims are universally accepted if a significant division of informed scientific opinion exists.

## Diversity

- We understand that our clients are diverse and not everyone shares the same views, ethnicity, gender, orientation, ability, or socioeconomic background.
- We consider vulnerable groups when judging how advertising will be understood and acted upon by society in general.
- We acknowledge the basic human dignity of stakeholders.
- We value individual differences and avoid stereotyping clients or depicting demographic groups e.g. gender, race, disability, sexual orientation in a negative or dehumanising way.
- We listen to the needs of clients and make all reasonable efforts to monitor and improve their satisfaction on an ongoing basis.
- We make every effort to understand and respectfully treat all stakeholders (clients, collaborators, suppliers, etc.) in our community and the cultures they are from.
- We make additional commitments to systemically underrepresented market segments including people who identify as women, children, the elderly, visible minorities and racialized people, those living with lower socioeconomic status and others who face systemic racism and/or sociopolitical barriers.

- We do not include anything in marketing communications likely to cause widespread offence.

## Digital Marketing

- We are committed to Permission-Based Email Marketing.
- We strive to be [GDPR compliant](#).
- We have a separate opt-in box for newsletters when offering lead magnets.
- We make sure our newsletter emails have an easy way to unsubscribe.
- We set expectations right from the start (e.g.: notify a lead that we will add them to our mailing list so they can continue to receive valuable content from us).
- We only collect pertinent data. We do not purchase links. Links should be built organically out of merit and from real relationships and partnerships. See our [Data Security Policy](#) for more information.
- Wherever possible, we will provide our contact information and encourage our audience to ask follow-up questions and offer feedback, wherever possible.
- We will continue to evolve our ethical marketing practices as we adapt the technologies we use to more easily discover, reach, and engage audiences.

## Children

- We respect that care should be taken when featuring or addressing children in marketing communications and advertisements.
- We ensure marketing communications that are addressed to, targeted directly at, or featuring children contain nothing that is likely to result in their physical, mental or moral harm.
- We do not show children in hazardous situations or behaving dangerously except to promote safety.

## Responsibilities

Phil's MarCom team, led by the Communications Director, has the ultimate responsibility and accountability for updating the Policy as appropriate and ensuring compliance.

This department is also responsible for the delivery of activities in line with the Policy.

The Phil leadership team, led by the Chief Executive Officer, will be consulted where any key decision points arise or in case of any breach of the Policy.

Compliance with the Policy extends to, but is not limited to, our marketing partners and suppliers.

Phil will not work with any partner unwilling to comply with this Policy.

All employees, collaborators and third parties who have any responsibility for the activities which the Policy relates to, will be required to understand and agree to this Policy.

## **Training & communication**

The Communications Director must ensure employees and collaborators with relevant operational responsibilities read, understand and agree to the most recent version of the Policy. They will also be required to attend regular ethical marketing training. All Phil team members will have access to the Policy via a shared online portal (Phil's wiki).

Phil will communicate the Policy to all third parties at the outset of any business relationship, and as appropriate thereafter.

## **Monitoring & review**

The Communications Director will regularly assess internal and external control systems and procedures and encourage feedback from employees and clients in our community and report to the Phil leadership team on if/how this Policy can be improved.

The Phil leadership team, with the Communications Director, is responsible for ensuring it remains effective and reflects best practice.

## **Reporting**

Phil will include information on compliance to and continuous improvement of the Policy in interim and annual impact reports to ensure transparency of operational practices.