



## **Ethical Marketing Policy**

### **1.0 INTRODUCTION**

At Simply Washrooms we commit to honest and ethical marketing. Our marketing strategies focus not only on how our products and services benefit our customers and clients, but also how they benefit the environment and our local community.

### **2.0 PURPOSE**

The ethical marketing policy (the "Policy") sets out Simply Washroom's position on marketing practices and efforts with the aim of going beyond compliance, to ensure honesty, fairness and responsibility in our ways of working.

### **3.0 SCOPE**

This policy applies to all employees of Simply Washrooms Ltd, at all levels and in all roles within the business.

### **4.0 PRINCIPLES**

#### **4.1 Transparency & Openness**

- We take all reasonable care to avoid misleading statements, concealment and overstatement in our marketing and public statements
- We seek to build long-term partnerships with clients by being honest and transparent
- We hold documentary evidence to support claims that we make about our products and services
- We reject all forms of greenwashing and impact washing when promoting our services
- We never use dishonest tactics such as fake reviews or false advertising
- We do not withhold negative information from the public solely to protect our brand image
- With your consent, we may use your data for marketing purposes, which may include contacting you with information, such as news about our products and services

## **4.2 Environment**

- We ensure the basis of our environmental claims are not misleading
- We base environmental claims on the full lifecycle of a product, unless the marketing communication states otherwise
- Our advertising and marketing is consistent with the social, economic and environmental principles of sustainable development

## **4.3 Diversity**

- We acknowledge the basic human dignity of all our stakeholders
- We value individual differences and avoid stereotyping customers and clients or depicting demographic groups e.g. gender, race, sexual orientation in a negative or dehumanising way
- Our online and social media communities are a place to celebrate diversity
- We take steps to avoid any exploitation, appropriation or stereotyping or underrepresented or historically oppressed groups within our marketing content
- We actively seek feedback on the appropriateness and sensitivity of our marketing content

## **4.4 Digital Marketing**

- We are GDPR compliant
- We never sell or misuse client data
- We only create truthful and accurate content that aligns with our mission
- Our SEO is done ethically and on merit, based on genuine relationships and partnerships

## **5.0 RESPONSIBILITIES**

- The Marketing Director has the ultimate responsibility and accountability for ensuring compliance with the Policy
- Directors of the business should be consulted where any key decision points arise or in case of any breach of the Policy
- Compliance with this Policy extends to any marketing partners or suppliers

## **6.0 MONITORING AND REVIEWING**

- Simply Washrooms will evaluate the effectiveness and implementation of this Policy on an ongoing basis to ensure it remains effective and reflects best practice
- We will regularly assess internal and external control systems and procedures and encourage feedback from employees and clients in our community on how this Policy can be improved