



## **ETHICAL MARKETING & ADVERTISING POLICY**

“We believe the quality of our products speak for themselves so we don’t have to employ unethical practices to sell them”

### **Honesty**

- We will be honest in all our communications
- We will be authentic in what we do
- We will not use agency models but ‘real’ kids
- We will not manipulate photos for ‘perfect’ images
- We will use rounded numbers instead of ‘charm prices’ (like £34.99)
- We will not exaggerate the benefits of our products or services
- We will not knowingly use false, fake or misleading information
- We will not use events in an unexpected or misleading way to sell or promote the business

### **Responsibility**

- We will not promote, allow or disseminate hate
- We will not allow third party adverts on our marketing channels
- We will not use BOGOF promotions as these create waste
- We will never take part in Black Friday due to it’s huge environmental impact
- We will not use shop now, pay later options that create debt
- We will not endorse, promote or collaborate with any individual or company that does not meet our ethical standards

### **Fairness**

- We will not use pushy or manipulative sales techniques such as false scarcity, urgency or hard selling.
- We will not undercut or manipulate our product prices to obtain a market advantage
- We will not pester or spam our customers through cold calling, spam email or direct (postal) marketing

### **Respect**

- We will use positive messaging rather than fear to encourage sales
- We will not use offensive or divisive wording or imagery in our campaigns, materials and communications.

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- We will not use stereotypes nor imagery or ideals unsuitable for children
- We believe in supporting other great businesses rather than competing with them
- We will not use current affairs issues in a manipulative way through 'green' or 'woke' to sell our products or promote our business

### Transparency

- We will be transparent and honest about our business including pricing, avoiding deceptive mark-downs
- We will always be open and honest about profit or gain from any endorsement or collaboration
- We will be clear and open about lead magnets and how to unsubscribe from mailing lists

We are signed up to The Ethical Move website where we have publicly pledged to some of these promises. Find out more [here](#).

**Signed:** SIGNATURE REMOVED FOR DATA PROTECTION

**Name:** Ismay Mummery

**Position:** Managing Director

**Date:** 28/09/2020

**REVIEW DATE:** 28/09/2021

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