

Ethical Marketing Policy

Introduction

Abode is a purpose-driven company, focusing on creating design-lead interiors, with environmental consciousness at our core. Our focus is on trust, dependability and above all industry-leading design.

Marketing plays a significant role in how we attract and win business, and we acknowledge that there are ethical approaches we can take as a company to ensure that we can live by our '**triple-bottom**' line approach in business.

By treating our customers with respect and focusing on long-term growth – we can build strong relationships with developers.

Marketing in an ethical way focuses not only on how our offering benefits our customers, but also on how our company is striving to be honest, open and trustworthy.

Ultimately, our clients have the right and power to information on how we do business, and our marketing function has a major responsibility to make this happen the right way at the right time.

Purpose

Abode seeks to uphold the highest ethics when it comes to our marketing, which includes honesty, clarity and above all design integrity.

Below highlights our approach to our ethical marketing, practices and efforts to go beyond compliance to ensure fairness and responsibility in our ways of working.

Scope

This Policy applies to all employees and third parties associated with Abode, or any of our subsidiaries or their employees, no matter where they are located.

The Policy also applies to Trustees, Board and/or Committee members at any level.

In the context of this Policy, third-party refers to any individual or organisation that Abode meets and works with including but not limited to suppliers, contractors, distributors agents and customers.

Marketing Principles

I. Legally Compliant

All marketing communication must comply with independent marketing and advertising standards in our local jurisdiction and construction legal within the jurisdictions we market in, as well as being decent, honest and truthful. To ensure this happens, we prepare all marketing communication with a sense of responsibility to consumers and society.

We must also respect the privacy and confidentiality of customers, protecting them from unwarranted infringements of privacy. To learn more about this - review our [Privacy Policy](#).

II. Honesty

We commit to absolute honesty in our marketing in our campaigns/for customers and partner-driven projects.

To do this, we pledge to:

- Never use dishonest marketing tactics for our own or client marketing campaigns, including:
 - False advertising: exaggerating values and benefits of our offering
 - Fake or overly doctored reviews and testimonials
 - Inflated analytics or results when creating messaging
- Never “cherry-pick” specific data points to use in marketing and communications that are not representative overall marketing impact
- Not withhold negative information or data from the public solely to protect our image
- Only use words that are realistic descriptors of the offering or impact we are promoting

III. Integrity

We commit to the utmost integrity for our marketing in our campaigns/for customers and partner-driven projects.

To do this, we pledge to:

- Makes transparent potential risks and negative impacts of our offering, including, when appropriate. (For example, telling clients where all of our products are sourced from, how they are delivered and how the packaging is recycled.
- Evidence everything we publicly state to prove any claims that our customers are likely to regard as objective and that are capable of objective substantiation

- Maintain best practice with white hat SEO and content marketing, avoiding any 'black hat' tactics
- Reject Impact Washing in all its forms - this is similar to greenwashing and happens when a business exaggerates its positive impact to gain a marketing advantage or uses "feel good" marketing to cover up or distract from negative outcomes that their core business model is having in other areas—socially or environmentally.

IV. Environmental

Both in the messaging and in how we advertise we commit to minimising the impact we have on the environment.

To do this, we pledge to:

- Be truthful and honest in our communication when it comes to the impact our offering has on the environment, to avoid any issues related to greenwashing - taking into account governmental guidance including the [Green Claims Code](#) published by DEFRA
- Where possible, measure the emissions related to our advertising
- Choose communication methods and partners that align with our focus to have a reduced impact on the environment
- Not make unqualified claims and any absolute claims must be supported by a high level of academic and scientific evidence.
- Base environmental claims on the full life cycle of an advertised product, unless the marketing communication specifically states otherwise, and make clear any limitations.
- When using the natural environment in our advertising, we will do so in a relevant

V. Socially responsible

We commit to socially responsible communication and marketing our campaigns/for customers and partner-driven projects.

To do this, we pledge to focus on the following areas:

- Inclusivity: We recognize that the "average consumer" may not represent everyone, and we strive to consider diverse perspectives in our advertising decisions.
- Vulnerable Groups: We acknowledge and prioritise the needs of vulnerable groups, ensuring that our marketing is understood and positively received by society as a whole.
- Human Dignity: We respect the inherent dignity of all stakeholders, valuing their differences and avoiding negative stereotypes or dehumanising portrayals.
- Customer Satisfaction: We listen to our customers, continuously improving their satisfaction by monitoring their needs and making reasonable efforts to meet them.
- Cultural Respect: We treat all stakeholders in our community, including buyers, suppliers, and distributors, with understanding and respect for their unique cultures. To do this we will seek input from relevant stakeholders and communities.
- Supporting the Vulnerable: We make additional commitments to support vulnerable market segments, such as children, seniors, and economically disadvantaged individuals.

- Offense-Free Communication: Our marketing communications avoid anything likely to cause widespread offence, maintaining sensitivity to diverse backgrounds and perspectives.
- Child Protection: We exercise caution when featuring or addressing children, ensuring their well-being by avoiding physical, mental, or moral harm in our marketing communications.
- Safety Promotion: We never depict children in hazardous situations or promote dangerous behaviour, instead prioritizing their safety and well-being.

Responsibilities

The marketing team, led by the Design Director are ultimately responsible and accountable for ensuring compliance with this Policy. This compliance extends to any third parties/marketing partners - who will be notified of the existence of this policy

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

Training

It is easy to claim that our efforts are honest, however, it takes discipline, rigour, and sometimes internal conflict to ensure honesty in marketing. To ensure this happens our marketing team is trained up and accountable to our Ethical Marketing Guidelines, with refreshers run annually and when new marketing employees join to ensure best practice is maintained.

Throughout the guidelines, we ask ourselves the following questions during campaign strategy and execution:

- Are we communicating our value without exaggerating or misleading our key audiences?
- Are we using language that honestly communicates the features and benefits of our products and services?
- Are we accurately quoting our customers, partners, and team when we share reviews or testimonials?
- Is our use of data and examples honest and accurate when promoting our features, benefits, or the impact of our products and services?
- Is there internal pressure to communicate dishonest information within the marketing and communications coming from team members or the leadership? If so, we will push back or disengage from the project. A reminder the company's whistleblower policy is [here](#) if you wish to raise concerns anonymously.

Publicly Disclosing

Abode will disclose in our annual impact report, any marketing campaigns that in retrospect didn't meet our ethical standards. We do this as we acknowledge that we are improving in this space, but there is still much for us to learn.

With the disclosure, we will also share our learnings and future corrections to not only ensure we can fulfil our ethical marketing policy in the future but also share this with other companies who can utilise these learnings.

Review

This policy was published by Jon Pilling on 25/03/2024 and will be reviewed periodically on an annual basis.