



Policy of Ethical Marketing, Advertising or customer engagement

Why Ethical Marketing

We believe that all marketing efforts should provide genuine value to the target audience in order to earn their attention and their trust. Our strategies are based on a foundational belief that marketing should be honest and that marketers should not take advantage of anyone's personal data. This policy statement lays out the ethical marketing practices we follow and the commitments we have made to ensure that our client work meets or exceeds the highest ethical standards of our industry.

We Commit to Honesty in Marketing

As ethical marketers, we commit to absolute honesty in our marketing for our own campaigns and for customers and partner-driven projects.

We pledge to:

- Never use dishonest marketing tactics for our own or client marketing campaigns, including:
 - False advertising: exaggerating values and benefits of products and services
 - Fake or overly doctored reviews and testimonials
 - Inflated analytics or results when creating messaging for partners or within your advertising
- Never “cherry-pick” specific data points to use in marketing and communications that are not representative of a client’s overall impact.
- Only use words that are realistic descriptors of the products, services, or impact we are promoting.

Ongoing Project-Based Reflections

It is easy to claim that our efforts are honest, however, it takes discipline, rigor, and at times internal conflict to ensure honesty in marketing. We ask ourselves the following questions during campaign strategy and execution:

- Are we clearly communicating our product or service’s 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?

Questions and Feedback

We always strive to do the right thing for our clients and adhering to these ethical practices is part of that work. If you have questions or feedback to share that will help us do better, we encourage you to reach out and let us know.