



# Responsible Marketing

Our Haleon Policy



## **Purpose & Scope**

The purpose of this Policy is to outline and describe our Principles for **Responsible Marketing at Haleon:**

Delivering better everyday health with humanity requires an everyday commitment to excellence. What we do matters. So does how we do it. Reaching millions of people responsibly with our marketing communications involves upholding both clear and high standards.

That's why we've developed our Responsible Marketing Policy. This Policy will hold us accountable, whether it is about clear information, transparent advertising, an environmentally, culturally, or socially committed execution or conscientious channel selection.

Different channels and touchpoints offer opportunities to engage with the public on essential health matters. And we seek to use our voice to make a positive difference in people's lives – whether it is about promoting a healthy and active lifestyle or providing insight and information to enable people to understand how they can take better care of themselves and those they look after. In doing so, we aim to educate our audiences about more sustainable behaviour and product usage. All this helps our efforts to deliver better everyday health with humanity, beyond our products and services.

Marketing activities can play an influential role in portraying society, and we know that we can have an impact here. Haleon is committed to creating, marketing, and selling all our products and services responsibly. Therefore, we have developed our policy & principles to set global minimum standards for all our commercial communication and marketing activities across all channels and to live up to our Responsible Business commitments as a leading consumer health company.

Our Responsible Marketing Policy & Principles describe how our Purpose, Code of Conduct and Behaviours inform our marketing communications and activity. They also draw from the International Chamber of Commerce's (ICC) [Marketing Code](#).

This Policy & Principles apply to

All marketing communications, branding, public relations and advertising on behalf of Haleon and its brands and services. We will also highlight these principles to our colleagues and partners who work with us or on our behalf.

## **Requirements**

### **Our Principles:**

1. Haleon's commercial marketing and advertising communications must be legal, decent, honest, and truthful.
2. We make every effort to describe our products, services, and their effects truthfully and accurately. Moreover, we strive to never mislead consumers over any characteristics of our products by ensuring that our claims are appropriately substantiated. We endeavour to be fair and transparent in labelling and promoting our products and services so that our consumers can make informed decisions.
3. We seek to ensure that our marketing communications are always identifiable as such.
4. We always aim to provide accurate information about our products, ingredients and services on our brand websites, packages, or labels so consumers, customers, and Health Professionals understand how to use them

in the intended way. We also avoid communication which misinforms people about competitors' products or activities.

5. We engage responsibly with the Health Professional community to discuss learnings and insights from scientific data and inform Health Professionals about our products.
6. We consider the audience of our communications carefully and take special care when we communicate with vulnerable groups. Our communications should not undermine positive social behaviour, lifestyles or attitudes. When we feature children or vulnerable adults in our communications, e.g., to show our inclusivity efforts, we are guided by our Haleon principles to present everyone in a fair and sensitive manner.
7. As a proud member of the [Unstereotype Alliance](#), we prioritise respecting and promoting human rights and behaving ethically in our marketing communications and stories. We take care to avoid stereotypes, violence, and anti-social behaviour of any kind. It is important for us to authentically represent diverse communities which reflect the communities we operate in and engage with. This also means we aim to take a responsible and inclusive approach when selecting directors, models, crews, and casting talent. Moreover, we strive to use our spend on marketing activities in such a way that we can reach diverse audiences with representative content.
8. We take responsibility for and aim to handle data entrusted to us carefully and responsibly and to follow our [Privacy Principles](#) as well as local data protection laws and regulations.
9. We endeavour to embed sustainable business practices and inclusive design within our company and through our brands to help ensure that we make

---

better everyday health more inclusive, sustainable, and achievable. To support this, we aim to educate our audiences about more sustainable choices while avoiding over-claiming the sustainability credentials of our products.

## **Training and Compliance**

We are committed to the effective adoption of the Responsible Marketing Policy & Principles and completion of the associated training will be mandatory for all employees working within our Marketing teams and all Haleon employees will be made aware of this Policy. Compliance with training is monitored internally by a regular auditing process and failure to complete training can lead to disciplinary action. We continue to process and monitor on an ongoing basis consumer, customer and employee feedback on our marketing, for example through our consumer relation lines or our Speak Up Line

## **Discipline for non-compliance**

Any violation of this Policy is taken seriously and will be assessed on a case-by-case basis and by reference to the relevant facts. Violations of Haleon policies may result in disciplinary action and, in some cases, may warrant dismissal and/or reporting to appropriate enforcement authorities. The procedure for investigation of any alleged violations will be in accordance with Haleon Group's disciplinary policies and procedures.

## **Roles & Responsibility**

<b>Role</b>	<b>Responsibility and Section</b>
<b>Owner</b>	Social Impact Director/ Head, Haleon Corporate Brand
<b>Approver</b>	Chief Marketing Officer

Document Revision History

<b>REVISION (Principal changes from last revision)</b>	
<b>Type of Change:</b>	<input checked="" type="checkbox"/> New <input type="checkbox"/> Administrative changes; <input type="checkbox"/> Technical changes impacting: <input type="checkbox"/> Roles and responsibilities <input type="checkbox"/> Process or activities
<b>Reason for Change</b>	N/A
<b>Description of Change</b>	N/A