



ETHICAL MARKETING POLICY

At WPR, we believe in **doing the right thing**. In fact, it is one of our team values. So, at all times, we are mindful of the responsibility that comes with our ambition to **get the world talking**.

Irrespective of whether we are developing creative ideas and campaigns for our clients, or are marketing our own agency, we always take a **people-first** approach to the way we work ethically, do business, and treat others.

This means that the campaigns we devise and deliver are:

- **Honest:** well-considered and truthful, without being misleading or making false claims
- **Relevant:** to the audience, and their world, based on understanding real conversations and interests
- **Well-targeted:** using only the most appropriate channels, media, people, and influencers to convey our messages - without taking advantage of anyone's personal data in the process

This Policy explains the ethical practices we apply to all aspects of marketing, advertising, social media, design, PPC, SEO and public relations that we undertake at WPR, and the commitments we have made to ensure the work we deliver for clients meets or exceeds the highest ethical standards for our industry.

At WPR, doing the right thing and being ethical in our approach to marketing looks like this.

BEING HONEST, OPEN AND TRANSPARENT

- We will regularly review our language to ensure we are communicating clearly and accessibly for the audience we are addressing
- We will take all reasonable steps not to mislead audiences through either overstatement, selective use of facts, or concealment of information
- We will not employ false advertising tactics or use fake reviews or testimonials

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- We will not be afraid to question or reject a brief which challenges our ethical marketing standards

BEING MINDFUL OF DATA USAGE AND DIGITAL MARKETING PRACTICES

- We will always respect the privacy of individuals, and maintain compliance with GDPR
- We will regularly assess our marketing content for value, relevance, and interest to the audiences we communicate with – ensuring everyone at the agency, with responsibility for WPR marketing and client campaigns, works in this way
- We will adhere to all advertising standards for paid media activity, which are set by the individual social platforms we use to buy media on behalf of our clients. These regulations cover discriminatory practices, sensational content, cryptocurrency, dating, medical treatment and devices, online gaming and gambling, personal health and appearance, alcohol, politics, elections, and social issues
- We will work to ensure that any end user data collected by our clients for advertising purposes has been done so with the full consent of the user, and is stored and used in compliance with the most recent, relevant data regulations for the territory we are advertising in
- We will make sure audiences know when content produced as part of a campaign is advertising – e.g., paid influencer partnerships, as opposed to editorial content
- We will only use ‘white hat’ SEO methods, focusing on creating relevant, informative content, a positive user experience online, and acquiring earned links
- We will never buy links, use bots to acquire links, use hidden content, or employ keyword stuffing tactics to attract website traffic

BEING LEGALLY COMPLIANT

- We will only enter clear and fair contracts with third parties
- We will only run competitions in accordance with ASA regulations
- We will ensure all marketing communication is legal, truthful and (as always) GDPR compliant

BEING COMPLIANT WITH PR INDUSTRY STANDARDS

- As members of the Public Relations Consultants Association (PRCA), we operate our business in accordance with the PRCA’s Professional Charter
- We promise to observe the highest standards in the practice of Public Relations and Communications

- We promise to deal fairly and honestly with fellow professionals, the Public Relations and Communications profession, other professions, suppliers, intermediaries, the media of communication, colleagues, and above all else the public
- We promise not engage in any practice, nor be seen to conduct ourselves in any manner detrimental to the reputation and interests of the PRCA, or that of the Public Relations and Communications profession

BEING COMMITTED TO DIVERSITY AND CULTURAL SENSITIVITY

- We will continue to provide training for our entire team on issues of diversity, equity, and inclusion (DEI)
- We will regularly review all aspects of our marketing content – from imagery to language – to consider whether it is representative and inclusive of the relevant audience
- We will respect and value the diversity of the audiences we speak to and will not negatively stereotype demographic groups (e.g., gender, race, sexual orientation)
- We will take advice and think carefully about the content we create to avoid any form of cultural appropriation or stereotyping of cultural heritages

BEING CONSCIOUS OF IMPACT WASHING AND GREENWASHING

- We will ensure that any social or environmental activity we talk about has its foundation in a genuine initiative, with authentic goals and measurable impact
- We will educate our team on industry best practice including the [ASA's advice on environmental claims](#) and the Government's [Green Claims Code](#)
- We will aim to only share social or environmental impact stories that are representative of wider activity and outcomes, both in relation to our own business and our clients

RESPONSIBILITIES

WPR's senior leadership team and marketing director are ultimately responsible for ensuring agency-wide compliance with this Policy.

All WPR team members – especially those with responsibility for any of the activities outlined in this document – are required to understand and agree to best practice guidelines.

Furthermore, WPR is unable to work with partners, suppliers or clients who are unwilling to comply with the commitments outlined in this ethical marketing plan.

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TRAINING AND COMMUNICATION

To keep everyone up to date with ethical practices, we are committed to sharing this Policy with every WPR team member – whether they are responsible for aspects of WPR marketing and client activities, or not.

We will achieve this by delivering one agency-wide training session per year, outlining, and explaining the various aspects of this Policy. When new people are recruited and join our team, they will also be made aware of our ethical approach to marketing as part of WPR's induction process. This will be achieved through one-to-one meetings with both WPR's client services director and marketing director.

REVIEWING AND UPDATING OUR PRACTICES

We recognise that our industry is constantly evolving. Considering changes in technology, data usage, and regulation across the communications industry – as well as across the multiple sectors in which our clients operate – we fully expect our ethical marketing practices will need to evolve over time.

Keeping this in mind, we will review our procedures and this Policy at six-monthly intervals – updating our approach and practices accordingly.

QUESTIONS AND FEEDBACK

We always aim to do the right thing for our clients and team members. By following the ethical practices outlined in this Policy, we hope to achieve this. However, we are always happy to hear suggestions of additional or new ways of working that could help improve our approach.

If you have any thoughts, questions or feedback that could help us progress in any of the areas outlined here, please do not hesitate to get in touch. It is easy to reach WPR's senior leadership team and marketing director via: info@wpragency.co.uk

Thank you.

OWNER	DATED	REVIEW DUE
Jo McCarthy	3/7/2024	3/7/2025

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