

# Responsible Advertising Policy

## **POLICY GOVERNANCE**

Policy Owner: **Group Corporate Communications**

Published: **April 2016**

Applicable: **This policy is applicable to all employees involved in marketing and promoting our products**

Classification: **Public Policy**

General Enquiries: [compliance.officer@informa.com](mailto:compliance.officer@informa.com)

# INTRODUCTION

Informa PLC, including all of its subsidiaries, divisions, operating entities and authorised agents (together “Informa”) is a group with strong values. Whoever we may deal with, and wherever we may operate, we are committed to doing so lawfully, ethically and with integrity. This policy provides guidance on the fundamental principles that apply to all our advertising and marketing activities. The standards apply to anyone working at Informa and anyone engaged in sponsorship or advertising activities with an Informa entity.

We reserve the right to reject any advertising or sponsored material and to suspend, take down or request the suspension or termination of any advertising or sponsorship campaign where we reasonably determine that there has been a violation of our standards or where the content is otherwise inappropriate.

## OUR PRINCIPLES

Wherever we do business, we comply with all relevant laws and regulations pertaining to advertising and sponsorship. We also adhere to the principles laid out in the [International Chamber of Commerce’s Code of Advertising and Marketing](#). The Code prescribes that all marketing communications should be legal, decent, honest and truthful.

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### PROVIDING ORIGINAL CONTENT

As a provider of original content, we do not accept advertising content infringing the intellectual property rights, rights in confidential information, rights of privacy or any other rights of any third party. We expect our sponsors and advertisers to obtain and pay for all necessary licenses.

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### VALUING DIVERSITY AND INCLUSION

As an organisation valuing diversity and inclusion, we will not feature any advertising that misrepresents or ridicules on the basis of age, colour, ethnic origin, race, religion or belief, gender, sexual orientation or disability.

We do not allow content that is likely to disgust or to promote hatred, violence, harassment or political intolerance in any form.

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### CARING ABOUT VULNERABLE GROUPS AND CHILDREN

As a company caring about vulnerable groups and children, we avoid advertising and sponsorship messaging that could take advantage of their inexperience or cause them any distress, e.g. by misrepresenting, distorting, exaggerating or over-glamorising product attributes or functions.

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### CHAMPIONING INTEGRITY

As a champion of integrity, we ensure any advertising or sponsored content is clearly identifiable and labelled as such. It must never be disguised as editorial content. We will not tolerate unsubstantiated, inaccurate or misleading claims or language.

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### ADVOCATING PRIVACY

As an advocate of privacy, we will not tolerate irresponsible data collection and use by advertisers or sponsors. Any sponsor or advertiser collecting data should not misuse this information, nor collect it for unclear purposes, without appropriate security measures, or appropriate consent.

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### GOOD TASTE AND DECENCY

As a company that operates in many countries around the world, our marketing must always reflect generally accepted contemporary standards of good taste and decency, bearing in mind to avoid any themes that may seem harmless in one geography but could cause grave offence in another country or culture.

We must evaluate our proposed marketing activities not solely from the perspective of the target audience, but from the perspective of the broader society – locally and globally.

# WHO TO CONTACT

If you have any questions about your responsibilities under Informa's Responsible Advertising Policy or are unsure about what action you should take in any situation, you should discuss this with your line manager.

If you still have concerns then you should contact the Head of Corporate Communications:

**Louise Riordan**  
**Head of Corporate Communications**  
**Informa PLC**  
**5 Howick Place**  
**London SW1 1GW**  
**UK**

[Louise.riordan@informa.com](mailto:Louise.riordan@informa.com)

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# REPORTING A CONCERN

Informa is committed to ensuring that employees can speak up with confidence if they have any concerns or need to ask for help. If any of us observes or suspects something improper, unethical or inappropriate we all have an obligation to speak up.

In the first instance you should report your concern to your line manager, HR, Legal or Global Compliance. However, we do recognise there may be occasions when you may want to share your concern in confidence. You can do so by emailing [compliance.officer@informa.com](mailto:compliance.officer@informa.com).

Informa will not tolerate retaliation in any form against anyone for raising concerns or reporting what they genuinely believe to be improper, unethical or inappropriate behaviour. All reports will be treated confidentially.