

## **Responsible marketing guidelines**

Vodafone has drawn up responsible marketing guidelines for use in all operating companies. The guidelines help to ensure that marketing and external communications from all our operating companies are:

- fair, honest and accurate
- consistent with Vodafone's vision, values, business principles and all relevant company policies
- compliant with all relevant laws, regulations and codes of practice
- cognisant of safety and personal security issues
- sensitive to national and cultural values and any major socio-political events.

## **Written communications**

Our Responsible Marketing Guidelines require employees to bear in mind the responsible marketing ideals of inclusivity, diversity and transparency at all times.

## **Imagery**

Imagery can be emotive, so careful consideration is given to all photography used in marketing communications. Our guidelines state that as well as being legal, decent, fair, honest and truthful, imagery should be sensitive to the views of all parts of society and should not denigrate or exploit people based on age, gender, race, religion, physical or mental ability, or in any other way. Imagery should take safety into account, particularly with respect to driving and images showing extreme sports and related activities.