

MARKETING & COMMUNICATIONS

COMPANY POLICY

SUBJECT: Ethical Marketing Policy
REVISION DATE: 14 March 2023

INTRODUCTION

As a certified B Corp organisation we aim to balance purpose and profit, and consider how every aspect of our business impacts on our workers, customers, suppliers, community, and the environment. This policy relates to how we communicate our marketing messages to our investors, social enterprises and partners.

Resonance believes that all communications that we undertake should provide genuine value and relevance to those with whom we are aiming to communicate. We know that by communicating ethically, we are not only doing the right thing, but we will build trust and stronger relationships. We promise to be honest at all times and to never take advantage of anyone's personal data.

This policy statement sets out the ethical marketing practices we follow at Resonance and the commitments we have made to ensure that our client work meets or exceeds the highest ethical standards of our industry.

As with every aspect of business, it evolves as technologies emerge. Communication, marketing and advertising are no different. As new technologies emerge from leading online platforms, we can expect changes to what is viewed legal and/or ethical. We are committed to keeping ourselves in touch with advancements and changes across all marketing channels, and to adjust our policy accordingly.

Please read our commitment on the following pages.

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OUR COMMITMENTS

As ethical marketers we commit to absolute honesty in our marketing for our own campaigns and for any joint initiatives with social enterprises, investors and partners. In practice this means:

All Marketing & Advertising Activities

- Honestly communicate the features and benefits of our services, describing the value without exaggeration or using misleading terms, and never use dishonest marketing tactics including:
 - Fake reviews;
 - Inflation of analytics or results;
 - Cherry-pick unrepresentative data which is unrealistic of the real impact;
 - Withhold negative information or data from the public, solely to protect our image;
 - Impact Wash (similar to greenwashing) – exaggerate positive impact to gain a marketing advantage or use tactics to cover up or distract from negative outcomes.
- Accurately quote others when we share reviews or testimonials;
- Check there is no internal pressure to communicate dishonest information within our marketing and communications, coming from any level of the team or leadership. We will push back and make sure it is done correctly;
- Fact check where any doubt exists;
- Aim to avoid any exploitation, appropriation, or stereotyping of underrepresented or historically oppressed people or groups within marketing content;
- Work with our social enterprises to ensure the appropriateness and sensitivity of marketing content and where appropriate, engage with stakeholders and target audiences via surveys, focus groups and/or interviews;
- Ensure we make our team aware of cultural sensitivities and inclusiveness and how these reflect in our communications;
- Comply with the FCA Financial Promotions Regulations.

Email Marketing

- Maintain our GDPR compliancy and registration with the Information Commissioner;
- Ensure that recipients 'opt-in' to communications, giving their express permission to receive our marketing messages;
- We do not use GDPR non-compliant purchased email data for any purpose;
- Maintain the trust of recipients by offering value and restricting messaging to content related to the original opt-in.

Digital Communications

- Ensure all content is accurate and honest;
- Use ethical targeting approaches;
- Promise not to abuse personal data or engage in unacceptable practices and keep our knowledge up to date;
- Never engage in false advertising;
- Never engage in misleading advertorial advertising;

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- Avoid using pop ups, pop unders or modal windows where unnecessary, and make them easy to close and where possible, allowing visitors to save their options regarding modal windows so they won't have to keep specifying their preferences.

We Commit To Using Only 'White Hat' Search Engine Optimisation (SEO)

What Is White Hat SEO?

This refers to the use of techniques and strategies to target a human audience (as opposed to a search engine's Artificial Intelligence), to build reputation with worthwhile content and good website structure. We use techniques including:

- Using appropriate and useful keywords;
- Provide quality, well written, relevant content;
- Use on-page meta tags;
- Organic link-creation from reputable and relevant sources.

We Do Not Use 'Black Hat' Search Engine Optimisation

What is Black Hat SEO?

These are techniques and strategies used to get higher search rankings by breaking search engine rules to manipulate the Artificial Intelligence. Black Hat SEO focuses on only search engines, and not as much a human audience. We commit to never use 'Black Hat' Search Engine Optimisation. Examples of Black Hat practises include:

- Hidden text or links;
- Keyword stuffing in content;
- Sneaky redirects;
- Link manipulation (including buying links);
- Article spinning;
- Automated queries to Google;
- Creating pages, subdomains, or domains with duplicate content;
- Pages with malicious behaviour, such as phishing, viruses, trojans, and other malware.

QUESTIONS AND FEEDBACK

If you have questions, feedback, or any ideas to share that might help us to do better in our communications, please get in touch.

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