

Ethical Standards Policy

- Our **behaviours** are underpinned by our collective view of how we should act towards each other as colleagues and towards clients, suppliers and contacts. We distribute copies of the behaviours to all staff and do our best to live up to them on a daily basis. They can be found at: S:\Social Communications - Internal\Social Housekeeping\Group Documents\Socials Way\Behaviours.
- More generally, doing things right is important to us because it's the Social way. It matters to us in all our relationships whether as colleagues, employers, suppliers or clients.
- If something feels wrong, or like it might be wrong, please don't do it. If you are ever in a situation which causes you concern, please speak to your line manager, a Director or Group Director (me, Pete or Rob). This can be known as **whistleblowing**. You will always have our full support.
- We have a zero-tolerance policy on **bribery and corruption**. Please read our full policy at: S:\Social Communications - Internal\Social Housekeeping\Group Documents\Staff Policies\Anti-Bribery and Anti-Corruption.
- We choose to abide by the **PRCA Charter and Code of Conduct** and the **CIPR Code of Conduct**. These mean we have a duty to observe the highest standards in the practice of public relations and communications. We also have a responsibility at all times to deal fairly and honestly with colleagues, clients, suppliers, the media, third parties and above all the public. The PRCA Charter and Code of Conduct can be found at: <https://www.prca.org.uk/about-us/pr-standards/professional-charter-and-codes-conduct>. The CIPR Code of Conduct can be found at: https://www.cipr.co.uk/CIPR/About_Us/Governance_/CIPR_Code_of_Conduct.aspx?WebsiteKey=0379ffac-bc76-433c-9a94-56a04331bf64.
- While, as a low-risk SME, we are not required to publish a **modern slavery** statement, we are committed to ensuring that Social works in any way possible to support the eradication of modern slavery. We would act immediately if there were any suggestion or concern about modern slavery relating to our suppliers, our clients or any third parties.
- We love competition and would never engage in **anti-competitive behaviour** which is the term used to describe situations where two or more businesses agree not to compete with each other or collude in: price fixing, bid rigging; sharing markets or customers; or sharing commercially sensitive information for the purposes of gaining an unfair advantage.
- If you have any questions or concerns in relation to any of the above please speak to your line manager, a Director or a Group Director (me, Pete or Rob).
- Thank you for doing the right thing.



John Quinton-Barber, Group Chief Executive
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