

ETHICAL MARKETING POLICY

CAM INDUSTRIAL SERVICES

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1. Introduction

As a purpose driven organization in the services industry, health, ethics and environmentalism are very valuable to CAM Industrial Services. These values are reflected in everything we do – including our marketing. Content marketing evolves to be a powerful marketing tactic in the digital, fast moving, information-driven world. Being in the Services Industry sector, we believe in strict adherence to Ethical Marketing Practices. As ethical marketers we commit to absolute honesty in our marketing for our own campaigns and for customers and partner driven projects.

At CAM Industrial Services, we aim for ‘natural’ marketing where customers are treated with respect and which focuses on long-term growth over short-term fame. Building strong relationships with our community through set of shared values to realise our vision of reconnecting people and planet and authentic content through our marketing. Marketing in an ethical way focuses not only on how our product benefits our customers, but also how our business is striving to regenerate people and planet at large.

CAM Industrial Services believes in building a powerful public service message that aims to bring that message to the public in a way that stays true to our values and empowers our community. Ultimately, the public have the right and power to information on how our company does business. The marketing function has a major responsibility to make this happen the right way at the right time.

Given that the organization believes in making sanitation options more accessible to the marginalized community, CAM Industrial Services needs to ensure that diversity is a core element of all our advertising campaigns.

2. Purpose

This ethical marketing policy (from hereon, referred to as the ‘Policy’) sets out the organization’s position on marketing practices and efforts to go beyond compliance to ensure honesty, fairness, and responsibility in our ways of working. It ensures that all marketing efforts of the organization provides genuine information to our clients, both current and potential and to the public at large.

3. Scope

The Policy applies to all employees and third parties associated with CAM Industrial Services, and our subsidiaries in all present and future projects, no matter where they are located. The Policy also applies to all employees of the

organization at any level. In the context of this Policy, third-party refers to any individual or organisation that CAM Industrial Services, meets and works with including but not limited to suppliers, contractors, distributors agents and customers.

4. Principles

4.1. Legal Compliance

- All marketing communication must be legal, decent, honest and truthful.
- Prepare all marketing communication with a sense of responsibility to consumers and society.
- Respect the privacy and confidentiality of customers, protecting them from unwarranted infringements of privacy.
- Do not unfairly portray or refer to anyone in an adverse or offensive way.
- All email marketing list will be in compliance with the Information Technology Act 2000, and the Information Technology Rules, 2011.

4.2. Customer and Investor Trust

- Seek to build long term partnerships with customers by being honest and straightforward.
- Take all reasonable care to avoid misleading statements, concealment, and overstatement in all advertising and public statements.
- Strive to communicate clearly with all constituencies.
- Do not imply that expressions of opinion are objective claims or make any subjective claims that might mislead the consumer.
- Hold documentary evidence to prove claims that consumers are likely to regard as objective and that are capable of objective substantiation.
- Do not cause fear or distress without justifiable reason. If it can be justified, the fear or distress should not be excessive. Do not use a shocking claim or image just to attract attention.

4.3. Environment Consideration

- Create advertising consistent with the social, economic and environmental principles of sustainable development.
- Take into account Government guidance including the Green Claims Code publish by DEFRA and BIS.
- Ensure the basis of environmental claims are clear and not misleading.
- Ensure the meaning of all terms used in advertising is clear to customers.

- Do not make unqualified claims and any absolute claims must be supported by a high level of academic and scientific evidence.
- Base environmental claims on the full life cycle of an advertised product, unless the marketing communication specifically states otherwise, and make clear any limitations.
- Do not suggest claims are universally accepted if a significant division of informed of scientific opinion exists

4.4. Promote Diversity through advertising

- Understand that the ‘average consumer’ might not always be the standard.
- Acknowledge that there are groups who are vulnerable that must be considered in judging how advertising will be understood and action upon by society in general.
- Acknowledge the basic human dignity of stakeholders.
- Value individual differences and avoid stereotyping customers or depicting demographic groups e.g. gender, race, sexual orientation in a negative or dehumanising way.
- Listen to the needs of customers and make all reasonable efforts to monitor and improve their satisfaction on an ongoing basis.
- Make every effort to understand and respectfully treat all stakeholders (buyer, suppliers, distributors etc) in our community and the cultures they are from.
- Make additional commitments to vulnerable market segments such as children, seniors,
- economically impoverished and others who may be substantially disadvantaged.
- Do not contain anything in marketing communications likely to cause widespread offence.

5. Responsibilities

A website and social media representative from the IT department will be responsible for overall content management.

The Managing Director should be consulted in all advertising regarding key decision points of the organization. Compliance with this Policy extends to our marketing partners and suppliers, including government institutions.

The organization will not work with any partner unwilling to comply with this Policy. All employees and third parties who have any responsibility for the activities which this Policy relate to, will be required to understand and agree to this Policy.

6. Training and Communication

- CAM Industrial Services will provide regular ethical marketing training to all relevant employees.
- All employees will have access to this Policy via email and on the organization website.
- The Marketing Director must ensure any employees where this Policy is relevant to their operational responsibilities have agreed to this Policy and attended training.
- CAM Industrial Services will communicate this Policy to all third parties at the outset of any business relationship, and as appropriate thereafter.

7. Monitoring and Review

CAM Industrial Services will evaluate the effectiveness of this Policy and the implementation of it on an ongoing basis, to ensure that it remains effective and reflects best practice.

The organization will regularly assess internal and external control systems and procedures and encourage feedback from employees and customers in our community on how this Policy can be improved.

CAM Industrial Services will continue to evolve this Policy to be in-line with the changing business and marketing environment, and collaborating with relevant stakeholders. The customers and relevant stakeholders will be kept aware of the changing marketing policy of the government.

8. Reporting

CAM Industrial Services will include information on compliance to and continuous improvement of this Policy in interim and annual business reports to ensure transparency of operational practices.