

MS04 ETHICAL MARKETING POLICY

MERCHANTS LABEL PTY LTD

CONTENT OWNER: Merchants of the Sun executives

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PREAMBLE

At Merchants of the Sun, we have a clear, low-impact vision which is reflected in everything we do, specifically extending to all marketing efforts. As we bring that vision to life, we believe any communication and connection with our customers should be based in honesty, inclusivity and trust.

For us, ethical marketing prioritises humanity and transparency to convey how our products benefit our customers, while also considering our social and environmental footprint. It's our responsibility to engage with our audience with the utmost respect, ensuring a fair and authentic public image.

This Policy outlines the commitment we make daily to ensure our work exceeds the standards of our industry, in line with a non-exhaustive set of ethical marketing practices implemented at Merchants.

SCOPE

This Policy applies to all employees and agents engaged by Merchants of the Sun, regardless of location and jurisdiction. All individuals and organisations, not limited to suppliers, contractors and distributors, are required to adhere to the practices herein.

EVOLUTION

We are committed to progressing and updating this Policy as industry standards evolve. We are committed to monitoring global social, technological and cultural contexts and review this Policy annually.

PRINCIPLES

1 Legally Compliant

- 1.1 At a bare minimum, all marketing communication must be lawful, decent and truthful.
- 1.2 All advertisements and digital content must comply with appropriate regulatory guidelines.
- 1.3 All communication material must respect the privacy of customers, refraining from misusing or misrepresenting any personal information or data.
- 1.4 All search engine optimisation (SEO) will be conducted ethically and on merit.

1.5 All promotion including product, pricing and purpose will be displayed accurately and truthfully.

1.6 We commit to contacting customers only with their express consent and ongoing permission, establishing value and trust in any direct or general communications.

2 Honesty

2.1 We commit to absolute honesty in all campaigns and projects, reflected in any customer-facing communications.

2.2 We will not withhold or skew information and data to protect our brand image.

2.3 All brand content will be realistic, not misleading and only promote factual information.

3 Environment

3.1 All marketing materials will be created to uphold

3.2 All claims in relation to the environmental or social impact of either products or operations will be factual, clear and not misleading.

3.3 All communication will consider the full life cycle of a product.

3.4 We commit to working with our audience to understand any claims in relation to sustainability in plain terms.

4 Transparency

4.1 We reject all forms of greenwashing and impact-washing when promoting our products and services.

4.2 We are committed to publishing the details of our operations and updating our community on such on a regular basis.

4.3 We commit to only conducting clean collaborations, with companies and brands that meet our standards of ethics and share our vision.

5 Cultural Sensitivity

5.1 We understand that there is no 'average consumer' or standard image of our customers.

5.2 We commit to making every effort to understand and respectfully treat all members of our community, including all stakeholders and customers.

5.3 We make a conscious effort to represent a diverse range of people in our advertising and marketing, and listen to our customers to improve their satisfaction on an ongoing basis.

5.4 We commit to taking the time to listen and receive feedback from our community, continually learning and training to better understand the cultural context of our campaigns.

5.5 No marketing material will be published if it could offend, harm or question any person or group of people.

6 COMPLAINTS

6.1 To ensure enforcement of this Policy, Merchants of the Sun may act at its own initiative to investigate a formal complaint made by any stakeholder with a personal, commercial or professional interest in the Brand.

6.2 All occasions of whistleblowing will be protected and confidential.

6.3 Where reasonable, complaints of breaches may be anonymous, which may impact the support able to be provided by Merchants of the Sun.

6.4 Any notices given pursuant to the provision of this Policy, including reports of any breach or enquiries regarding its application, can be addressed to the Brand via:

Postal address:

Merchants of the Sun

Shop 1/2086 Gold Coast Hwy

Miami QLD 4220

Email: hello@merchantsofthesun.com

Web: www.merchantsofthesun.com.au