

## Responsible Marketing Policy

*Origin is committed to the responsible marketing of our products and services across our Group. Our Responsible Marketing Policy stipulates that we act with honesty and integrity; and set outs the principles which should underpin all activity.*

### **Key principles:**

- 1. Commit to clear, honest and ethical communication based on scientifically substantiated information.*
- 2. Provide customers with full and transparent information when purchasing products to enable informed decision making.*
- 3. Ensure full compliance, not only with applicable laws and regulatory requirements, but with all industry guidelines and third-party standards to provide customers with certainty on the products that they are buying.*
- 4. Establish clear guidelines and protocols – which are shared and understood by all relevant employees - in relation to product labelling and marketing materials across our business.*
- 5. Market and sell only those products to customers for the purpose for which they are intended.*
- 6. Provide clarity on any risks or potential risks associated with products.*
- 7. Only communicate directly with consumers who have given express permission.*
- 8. Always provide individuals with clear information about how we collect and use personal data; and ensure that all personal data is stored safely.*
- 9. Regularly review marketing operations and suppliers to assure highest quality of our products as well as safeguarding people and the environment.*
- 10. Promote diversity and equal representation in all marketing or advertising campaigns.*
- 11. Provide customers with a clear mechanism for complaints and feedback to ensure that their expectations are matched by quality of our products; and that their sales and marketing experience in engaging with Origin employees meets the required standard.*
- 12. Regularly review marketing procedures and materials to ensure they meet the required standards; and ensure we discharge our obligations to our customers, our stakeholders and wider society.*
- 13. Provide appropriate training for our employees to ensure they understand all relevant internal procedures as well as laws and regulations relating to the sales and marketing of our products.*