

Ethical Marketing Policy

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| Company Name: | Ikigai Consulting Group Ltd ("the Company") – Trading as Ikigai® |
| Policy No. | 6c |
| Policy Name: | Ethical Marketing Policy |
| Date: | June 2023 |
| Version: | 2 |

Introduction:

Ikigai Consulting Group is values led and purpose driven organisation, and this is reflected both in the way we do business and our everyday interactions. We believe that all marketing efforts should provide genuine value to the target audience to earn their attention and their trust, and we promise to ensure that all marketing communications are legal, decent, honest, and truthful.

These are the foundations we have built our policy upon:

We are committed to on-going project-based reflections.

At the inception of any new marketing campaign, we ask everyone involved to consider the following questions:

- Is any of our messaging exaggerated or misleading to our target audiences?
- Is our language honest about the value and impact of our services?
- Are any quotes used, whether from clients, partners, or the team, accurate?
- Is this campaign culturally sensitive and are we celebrating equality, diversity, and inclusion?
- Does this campaign have the best interests of our clients, candidates, suppliers, and stakeholders at heart?

We are committed to rejecting impact washing.

At Ikigai we commit to being fully honest and transparent about the social and environmental impacts of our work and have chosen to have our Environmental and Social Impact independently audited and measured.

You can view our current performance levels via our [ESG](#) report

We are committed to cultural sensitivity and celebrate equality, diversity & inclusion.

We are considerate about the language of our communications and campaigns and the images we use. We celebrate equality, diversity and inclusion throughout the business, and this is reflected in our external and internal language, and images we may use. We respect

human dignity and don't discriminate against people or reproduce or exploit stereotypical images nor will we leverage diversity, equality and inclusion for unethical reasons and economic gain.

If you would like to learn more about our work to create a better, more equitable place for all, please visit our website (www.ikigai.gov.uk)

We are committed to permission-based email marketing.

As a business we are GDPR compliant and when email marketing, we ensure that all recipients have opted in or provided permission to receive marketing messages from Ikigai Consulting Group as well as ensuring any content shared will be relevant and focus on providing value to the recipient.

We are committed to white hat search engine optimisation.

We are committed to a policy of user first focus, ensuring that any content created will only ever communicate our mission and provide true value for users.

These are the four pillars our policy is built upon, and we will only ever:

- Post valuable content that people want to link to, building organic links.
- Use PR and collaborations based on shared values to build links.
- Help users find the right content by correctly using redirects.
- Ensure 404 pages have useful navigation.

We will never:

- Purchase links or use software or online bots to build links.
- Intentionally hide content or links so that only the search engines can see them.
- Use automated, stolen, or plagiarised content generation.
- We will not intentionally mislead our audience and redirect people to content that was not the content that organic search returned.

We commit to update our practices as the industry evolves.

We anticipate ethical marketing practices to continue to change and evolve along with the technologies marketers use to discover, reach, and engage audiences. We will continue to horizon scan and monitor different marketing channels and tactics and update our practices accordingly to ensure our continued compliance with ethical marketing practices.

Transparency is at the heart of everything we do.

We believe transparency is an ethical best practice and whether it is with our clients, candidates, stakeholders, or suppliers, we offer and expect transparent dialogue every step of the way.

If you would like to discuss anything within this policy (or anything else), we'd welcome your feedback, and you can contact our Managing Director Nick Chenery via email nick@ikigai.org.uk to arrange a meeting.