

# Ethical Marketing Policy

At Work.Life we believe that our marketing efforts should always provide genuine value to our audience. Our marketing strategies are based on the belief that marketing should be honest, and not take advantage of anyone's personal data. This policy statement lays out the ethical marketing practices we follow at Work.Life and the promises we make to ensure ethical marketing standards.

## HONEST MARKETING COMMITMENTS & PRACTICES

We promise not to use manipulative patterns or persuasive copy that could confuse and mislead certain users. This includes:

- False advertising: exaggerating values and benefits of products and services.
- Fake or doctored reviews and testimonials.
- Using manipulative copy including unrealistic descriptors of the products, services, or impact we are promoting.
- Choosing to withhold negative information or data from the public solely to protect a brand's image.

To ensure honesty in marketing, we ask ourselves the following questions during campaign strategy and implementation:

- Are we clearly communicating our product or service's value without exaggerating or misleading audiences?
- Are we using plain English that honestly communicates the features and benefits of our products and services?
- Are we accurately quoting our customers, partners, and team when we share reviews or testimonials?
- Is our use of data and examples honest and accurate when promoting our features, benefits, or the impact of our products and services? Are we choosing to exclude anything we shouldn't?

## GREEN WASHING AND IMPACT WASHING

Green washing and impact washing happen when a business exaggerates their positive and environmental impact to gain a marketing advantage or uses "feel good" marketing to cover up or distract from negative outcomes that their core business model is having in other areas—socially or environmentally.

We promise not to:

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- Exaggerate impact by inflating numbers, cherry-picking data, or focusing on stories that aren't representative of overall outcomes.
- Communicate false promises or making unrealistic claims about expected results.
- Share stories or create impact initiatives that aren't rooted in an authentic mission or intention for good—but purely for the marketing benefits.
- Use a social impact initiative to distract from negative social or environmental problems caused by their core processes, products, or services.

## CULTURAL SENSITIVITY IN CAMPAIGN CREATIVE

We aim to be self-aware and inclusive of others in the creative process to avoid marketing campaigns that are insensitive.

We aim to avoid the "Savior Complex" in our marketing campaigns. Sometimes well-intentioned people target a perceived need for support without including and empowering the affected community. They may use their access to resources to provide a solution solely from their external position of privilege. This approach can be characterised as a Saviour Complex and resulting communications, solutions, and power dynamics are often problematic and reinforce systems of oppression.

We will always involve and represent people with lived experience of the issues the services or products we promote may include.

We promise to:

- Take steps to avoid any exploitation, appropriation, or stereotyping of underrepresented or oppressed people or groups within marketing content.
- Seek out feedback on the appropriateness and sensitivity of marketing content by obtaining as much stakeholder input and user-testing as possible.

## PERMISSION-BASED EMAIL MARKETING

We promise to focus on email marketing that:

- Creates value within any free content (including videos, blogs, online resources, online classes, social media posts, etc.).
- Is GDPR compliant.
- Restricts messaging to content related to the original opt-in intent.

## ETHICAL DIGITAL MARKETING

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Work.life is committed to ensuring the accuracy and ethics of the content we promote through digital advertising. We also promise to consider the ethics of our targeting approach.

We promise to:

- Always avoid false advertising. We will not make untrue claims about our services or clearly misrepresent what is being offered.
- Make sure that the online user can tell what is paid advertising vs what is editorial content.
- Limit the use of pop-ups and modal windows, and always have a clear and easy way to close.

## ETHICAL SEARCH ENGINE OPTIMISATION

Work.Life only uses SEO to provide valuable and useful content that aligns with what users are looking for.

We promise to:

- Create valuable content that people will want to link to.
- Use redirects properly to help users find the right content.
- Put the user first, focusing on creating an enjoyable experience and content that aligns with purpose.

We promise not to:

- Purchase links from other websites.
- Use software or online bots to build links.
- Intentionally hide content or links so that only the search engines can see them.
- Use content scraping technology, AI content development, or direct content theft to generate high volumes of content.
- Over-optimize, which can also be called keyword stuffing.

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