



# RESPONSIBLE MEDIA & CONTENT PRINCIPLES

Interpublic Group (IPG) is a purpose-driven company, committed to achieving the highest standards on environmental, social and governance (ESG) issues. As a leading global provider of marketing solutions, IPG recognizes the impact that our business activities can have on the world around us. We therefore aim to use our resources and reach to be a responsible citizen of our communities. IPG strives to ensure that the marketing campaigns and media channels we use to help brands connect with people are consistent with our values and do not result in or contribute to harm.

Our companies are responsible for creating some of the world's most recognizable marketing campaigns, and we expect such work to support the long-term well-being of our communities. IPG is also focused on promoting fairness, which means addressing the social issues impacted by the increasingly important role of technology, including the use of data, as well as social media content.

The below principles apply to all companies in the IPG network around the world, including all our employees and suppliers. In addition to these responsible media and content principles, all marketing communications and services should be prepared in compliance with local customs and laws regulating these activities. IPG will take appropriate action to address any violation of these principles.

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## GOVERNANCE & OVERSIGHT

Oversight and enforcement of the Responsible Media & Content Principles are the responsibility of IPG senior management.

The IPG Board of Directors reviews and considers the implications of social responsibility issues that affect the Company. More specifically, the Board's Corporate Governance and Social Responsibility Committee oversees issues of global corporate citizenship and social responsibility and makes recommendations to the full Board regarding the Company's policies and practices on these issues.

Other company guidance related to responsible content include IPG's Code of Conduct, Supplier Code of Conduct, Human Rights Policy, and internal policies including Privacy Policy, Data Classification Policy and Social Media Policy.

## RESPONSIBLE MEDIA & CONTENT PRINCIPLES

IPG seeks to have its companies deliver responsible content in their marketing solutions for clients through the integration of various principles and initiatives that result in socially and environmentally responsible, non-stereotyped and accessible content for all.

IPG participates in industry organizations focused on promoting ethical behavior, full disclosure and transparency in advertising and marketing. We support adherence to the regulations and standards of the International Chamber of Commerce (ICC) Code on Advertising and Marketing.

IPG plays a leading role as a founding member and Vice-Chair of the [Unstereotype Alliance](#), an organization convened in 2017 by UN Women. The Unstereotype Alliance seeks to eliminate harmful stereotypes in all media and advertising content and empower people in all their diversity to help create an equal world. Members of the Alliance pledge to hold themselves accountable by setting clear goals and measuring change annually. IPG encourages our agencies to implement processes that make it routine to eliminate such stereotypes in marketing campaigns.

IPG companies should work toward limiting their work with clients in industries that produce products or services which are harmful to the health and safety of our communities, including pornography, weapons and gambling. IPG and its affiliates now proactively review the climate impacts of potential clients before accepting new work. We do not support or engage in marketing or communications aimed at influencing public policy that seeks to extend the life of fossil fuels. In our work with clients in the alcoholic beverage industry, our companies must promote responsible consumption and follow regulations regarding age limits and gate-keeping.

IPG Mediabrands, an IPG company that manages approximately \$40 billion in marketing investments globally on behalf of its clients, introduced its [Media Responsibility Principles](#) (MRPs) in 2020 to promote industry standards around brand safety and media responsibility. [The American Association of Advertising Agencies](#) (4A's) officially adopted the Mediabrands MRPs in 2021, confirming the need for a common set of standards.

### The foregoing principles have specific application in the following areas:

**Truth in Advertising:** In providing services and preparing client marketing communications, IPG companies should work with clients and take responsible steps toward seeing that client marketing communications or services will not be false, deceptive or misleading. When creative or production techniques are used by an IPG company in preparing any communication, it must work to ensure that the end result constitutes a fair and accurate presentation of the product or service.

**Promote Respect:** Marketing communication or services prepared or offered by IPG companies should not promote hate or violence and should consider the customs or cultures of any given society to which the communication is intended. Media investments should be directed to media partners and platforms that foster balanced, constructive discourse and respectful civil commentary, while avoiding and eliminating working with media partners or platforms that create hostile conversation environments. This includes working with clients to prioritize partners who protect people from harm, including requiring partners to take active steps to protect people from harm and prevent predatory behavior against an individual or group of individuals.

**Promote Diversity and Representation:** Marketing communications or services that are prepared or provided by an IPG company should strive to promote diversity, incorporating and including the breadth of genders, multicultural backgrounds, ages, sexual orientations, people with disabilities, socio-economic groups, and faiths. IPG companies should work with clients to direct marketing investment toward publishers and platforms that deliver against an audience that is representative of the diversity in the population and non-discriminatory. This includes holding media partners accountable if individuals, content or programming consistently attacks an individual or group of individuals based on their religion, race, sexual orientation, or other legally protected status.

**No Hate Speech:** IPG companies should not place media with media outlets whose purpose is to fuel hatred on the grounds of race, color, gender, age, national origin, religion, creed, sexual orientation, gender identity, marital status, citizenship, disability, veteran status and any other legally protected status.

**Promote Accessibility:** Marketing communications or services that are prepared or provided by an IPG company should strive to make content and campaigns fully accessible to people of all abilities, focusing in particular on accessibility for disabilities most directly impacted: Visual, Hearing, Cognitive and Speech.

In 2020, IPG company Current Global launched its [Accessible by Design](#) commitment and client service offering to make all campaigns fully accessible, and additional agencies and trade associations, including the Public Relations and Communications Association (PRCA) and the PR Council, joined the effort to help advocate and educate on how to make communications more accessible and cultivate a disability-inclusive culture, committing to hosting trainings for themselves and their member agencies. In 2022, Current Global and PRCA partnered to publish the Guidelines for Accessible Communications, to help every member of the PRCA and the industry beyond create more inclusive content and campaigns.

**Protect Personal Information:** All IPG companies, including IPG companies involved with gathering and managing clients' customer data, should collect and use data in ways that are ethical and accountable. IPG companies must comply with all applicable laws and regulations governing data privacy and security so that personal data is kept safe and used fairly. Personal data should not be used in marketing communications or services in a way that discriminates against an individual or group of individuals, including in regard to their ability to access employment, housing, or other products and services.

**Protect Children's Well-being:** IPG companies who prepare or provide marketing communications or services directed to children on behalf of clients should work with their clients to follow regulations and industry codes for protecting the welfare of children, including as applicable, gating the delivery of communications.

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## GRIEVANCE REPORTING

If any of our employees believes that any IPG employee, supplier or other business partner is in violation of these principles, the IPG Code of Conduct or any laws or regulations, they should immediately report the situation. IPG operates a confidential Alertline that allows anonymous reporting where permitted by law, and we have zero tolerance for retaliation against anyone who, in good faith, complains of or opposes unlawful violations, or who participates in any investigation. All reports are investigated promptly and thoroughly.