



Responsible Advertising

Global Policy

At Pharma Intelligence, our brands and businesses undertake marketing and advertising to keep us connected with customers.

We also provide marketing services to businesses – advertisers, marketers and sponsors – who are seeking to reach and engage with specialist audiences and communities around the world.

Whether advertising is on our own behalf or part of a service to customers, we strive to ensure that all our marketing communications are legal, decent, honest and truthful and that they have consideration for their target audience.

Wherever we operate, we comply with all relevant laws and regulations for advertising and sponsorship, and adhere to the principles of the International Chamber of Commerce's Code of Advertising and Marketing.

Introduction

This policy provides guidance on the fundamental principles and standards that Pharma Intelligence applies to the advertising and marketing activities the company undertakes, and those it provides to customers.

The standards apply to all colleagues at Pharma Intelligence, with particular relevance to those in sales, marketing and sponsorship roles, and any business or business partner engaged in sponsorship or advertising activities with an Pharma Intelligence business.

Our principles

Wherever Pharma Intelligence operates, we comply with all relevant laws and regulations around advertising and sponsorship. We also adhere to the principles laid out in the [International Chamber of Commerce's Advertising and Marketing Communications Code](#). The Code prescribes that all marketing communications should be legal, decent, honest and truthful.

Pharma Intelligence reserves the right to reject any advertising or sponsored material, and to suspend, take down or request the suspension or termination of any advertising or sponsorship campaign, where we reasonably determine that there has been a violation of our standards or where the content is otherwise inappropriate.

1. Providing original content

As a committed provider of original content, Pharma Intelligence does not undertake or accept advertising content infringing the intellectual property rights, rights in confidential information, rights of privacy or any other rights of any third party. We expect the sponsors and advertisers we work with to obtain and pay for all necessary licenses.

2. Valuing diversity and inclusion

Pharma Intelligence values difference and diversity and will not undertake or feature any advertising that misrepresents or ridicules on the basis of age, colour, ethnic origin, race, religion or belief, gender, sexual orientation, disability or any other protected characteristic. We do not allow content that is disrespectful of human life, likely to disgust or to promote hatred, violence, harassment or political intolerance in any form.

3. Consideration for vulnerable groups and children

Pharma Intelligence avoids advertising and sponsorship messaging that could take advantage of the inexperience of vulnerable groups and children or cause them any distress, e.g. by misrepresenting, distorting, exaggerating or over-glamorising product attributes or functions.

4. Championing integrity

The integrity of Pharma Intelligence's content is paramount, and we consequently endeavour to ensure any accepted advertising or sponsored content is clearly identifiable and labelled as such. It must never be disguised as editorial content. We will not tolerate unsubstantiated, inaccurate or misleading claims or language.

5. Advocating privacy

At Pharma Intelligence, we take matters of data privacy and the relationship with our customers seriously. We strive to respect customer privacy by processing all customer data in an appropriate manner. This includes collecting the relevant marketing permissions from customers based on applicable law and seeking the permission or consent of individuals named in any content prior to publication.

6. Good taste and decency

Pharma Intelligence is an international Group, operating in many countries around the world. The marketing we undertake and the marketing services we provide must always reflect generally accepted contemporary standards of good taste and decency and avoid themes that may seem harmless in one geography but could cause grave offence in another country or culture.

Proposed marketing activities are evaluated from the perspective of the target audience as well as from the perspective of the broader society, locally and globally.

Who to contact

Colleagues with questions around their responsibilities under this Policy, or around action to be taken in a specific situation, should first approach their line manager, and then Blair Dawson if necessary.

Blair.Dawson@Informa.com



Speak up

Informa is committed to ensuring that Colleagues can speak up with confidence if they have any concerns or need to ask for help.

If any of us observes or suspects something improper, unethical or inappropriate, we all have an obligation to speak up. In the first instance, you should raise your concerns with:

- Your line manager
- HR
- Compliance

If you would feel more comfortable talking to someone else, you can report your concerns in confidence through our whistleblower line, **Speak Up**, which is operated by an external third party provider, Navex. You can make a report in your own language either via the website, or telephone line. For up to date website and phone details, please visit the Pharma Intelligence intranet site.

Zero retaliation

Pharma Intelligence will not tolerate retaliation in any form against anyone for raising concerns or reporting what they genuinely believe to be improper, unethical or inappropriate behaviour. All reports will be treated confidentially.

Policy Governance

Policy Owner: Vicky Harris

Last updated: 1 June 2022
