

Unicoms Ethical Marketing Policy

1. Purpose and Commitment

Unicoms is dedicated to creating, developing, and strengthening strong and reliable brands in the market. We carefully research and select the best ingredients, products, and technologies to ensure the highest quality solutions. Our mission is to produce marketing and educational communications that are transparent, responsible, and scientifically substantiated, delivering real value to our clients and society. We also commit to supporting social and environmental causes, believing that sustainable business is built on trust, ethics, and expertise.

2. Truthful and Transparent Communication

- Marketing communications must be accurate, evidence-based, and verifiable.
- Communications must be free from misleading statements, exaggerations, or omissions.
- Advertising and factual content must be clearly distinguishable.
- All content must comply with advertising and consumer protection regulations.
- Competitor comparisons must be fair, verifiable, and substantiated.
- Internal audits are conducted regularly to ensure compliance.

3. Responsible Environmental and Social Claims

- Sustainability and social impact claims must be supported by reliable or scientific evidence.
- Misleading sustainability messaging is strictly prohibited.
- Social and environmental impact claims must accurately reflect both positive and negative outcomes.
- Partners and clients must follow the same responsible communication standards.

4. Respectful and Non-Manipulative Marketing

- Marketing must respect consumer autonomy.
- Avoid manipulative, fear-based, or deceptive practices.
- Avoid misleading health, safety, or product claims.
- Do not exploit vulnerable groups, including children, elderly, or at-risk populations.
- Ethical reviews are embedded in campaign planning.
- Staff receive ongoing training and materials on ethical marketing and inclusivity.

5. Data Privacy and Responsible Use of Customer Data

- Comply with GDPR and other applicable regulations.
- Obtain informed consent for all marketing communications.
- Provide clear and accessible opt-out mechanisms.
- Ensure secure storage and responsible processing of customer data.
- Collect only the data necessary for marketing purposes.
- Monitor and audit data handling practices regularly.

6. Inclusive and Responsible Representation

- Promote diversity, fairness, and respect in all communications.
- Avoid discrimination or stereotypes based on gender, ethnicity, age, religion, or ability.
- Ensure visuals and messaging empower all audiences.
- Use focus groups and stakeholder input to validate content sensitivity.
- Provide staff training on inclusive marketing practices.

7. Responsible Product Promotion

- Promote products accurately, highlighting benefits and limitations.
- Avoid overpromising or creating unrealistic expectations.
- Support responsible consumption and safe usage of products.
- Ensure campaigns are informed by scientific evidence and regulatory compliance.

8. Regulatory Compliance in Marketing

- All marketing and promotional materials for related products strictly comply with applicable regulatory requirements, including national legislation, EU regulations, and international standards.
- Claims regarding product benefits, health effects, or nutritional value are substantiated by scientific evidence and, where applicable, approved by competent regulatory authorities.
- All labeling, packaging, and advertising materials are reviewed to ensure compliance with regulatory standards, avoiding misleading, unsubstantiated, or exaggerated claims.
- Marketing campaigns are regularly reviewed by compliance and legal teams to verify alignment with regulatory frameworks.
- Staff involved in marketing receive training on regulatory requirements relevant to related products, ensuring responsible communication to consumers.
- Regulatory updates are continuously monitored to promptly adjust marketing communications and practices as needed.
- Internal protocols ensure all claims, testimonials, and educational content meet regulatory standards before publication.

9. Ethical Influencer and Partner Marketing

- Influencers and partners must clearly disclose any paid or sponsored content.
- Comply with advertising laws and Unicoms ethical standards.
- Avoid misleading product claims.
- Follow the same ethical principles as Unicoms.
- Partnership agreements include monitoring and accountability measures.

10. Medical and Expert Content Verification

- All educational and informational content is reviewed by qualified medical professionals and experts.
- Validate all data using independent or peer-reviewed sources.
- Ensure content is accurate, clear, and appropriate for the audience.
- Continuously monitor and update content for relevance and scientific accuracy.
- Content teams are accountable for transparency, ethics, and societal responsibility.
- Content aims to empower audiences with reliable knowledge and actionable insights.

11. Complaints and Corrections

- Maintain accessible channels for customer feedback.
- Investigate, correct, or withdraw any misleading or inaccurate communication promptly.
- Incorporate lessons learned into future campaigns.
- Promote a culture of accountability and continuous improvement.

12. Compliance Criteria

- Marketing and PR claims must be precise, verifiable, and substantiated.
- Communications must be truthful, transparent, and accountable.
- Follow ethical guidelines for sensitive marketing channels and vulnerable audiences.
- Principles are communicated to all employees and accessible for reference.

13. Review and Updates

- Monitor developments in marketing, technology, and consumer expectations.
- Regularly review and update the policy to align with ethical standards.
- Ensure educational content authored by medical and subject-matter professionals continues to inform, educate, and empower audiences.
- Incorporate updates and feedback from audits and internal reviews.

14. Actionable Marketing Practices

- Documented approvals: All marketing content, claims, and campaigns must be formally approved by a compliance or regulatory officer before publication.
- Regular training: Conduct mandatory quarterly training for marketing staff on ethical practices, regulatory requirements, and scientific verification processes.
- Content audits: Perform monthly internal audits of all published content to ensure claims, labels, and educational materials remain compliant and accurate.
- Metrics and KPIs: Track and report key performance indicators related to compliance, such as number of corrected claims, training completion rate, and audit findings.
- Consumer feedback integration: Collect and analyze consumer feedback and complaints monthly, using it to update marketing materials and improve clarity.
- Regulatory update log: Maintain an accessible log of all regulatory updates and internal policy changes; ensure all staff are notified and actions are taken within 30 days.
- Verification checklist: Use a standardized checklist for all campaigns that includes: scientific validation, regulatory compliance, ethical review, and cultural sensitivity.
- Responsibility assignment: Assign a named owner for each campaign who is accountable for ethical compliance, documentation, and follow-up actions.
- Third-party validation: Involve independent experts or auditors to verify product claims where applicable.
- Continuous improvement: Review audit results, feedback, and external changes quarterly to update procedures, checklists, and training materials.

Additional Enhancements:

- Use clear and accessible language.

- Balance commercial objectives with social, ethical, and environmental responsibility.
- Conduct regular internal audits to ensure compliance and continuous improvement.
- Promote a culture of integrity, accountability, and high ethical standards throughout the organization.