



Responsible Advertisers' Charter

Launched in december 2007

Responsible advertisers' Charter



In order to give communication a positive impact on society, members of the Advertisers' Union who signed the Charter commit to implementing the following processes and actions :

1. Build an internal code of responsible communication and ensure that all communications of the company are in accordance with it.
2. Incite their audiences to adopt responsible behaviours.
3. Across all marketing & communication initiatives, personal data & privacy of consumers & employees should be used with respect.
4. Engage in a process to validate communications before their diffusion.
5. Integrate environmental and social consideration into criteria of selection for communication tools.