



Responsible Marketing & Communications Policy

Grounded in Truth. Designed to prevent harm.

Effective date: February 2026

Review cycle: Biannual

Approved by: Director of Harrison Brands Ltd

**HARRISON
BRANDS**

Responsible Marketing and Communications

High Level Summary

We believe words matter and misinformation causes real harm.

We only communicate what can be evidenced, and we refuse to greenwash, exaggerate, or mislead.

1. Policy purpose

This policy sets out how Harrison Brands Ltd approaches marketing and communications responsibly, truthfully, and without deception.

Harrison Brands exists to communicate truth. Marketing that misleads, exaggerates, or obscures reality causes harm to people, the planet, and public trust. This policy exists to ensure that all communications produced by or associated with Harrison Brands are honest, evidence based, and proportionate.

This policy aligns with B Corp 4.1.1 requirements and the principles of the Empowering Consumers for the Green Transition (ECGT) Directive.

Harrison Brands Ltd commits to making precise, verifiable, and substantiated claims; communicating transparently about both positive and negative impacts; and following ethical guidelines across all marketing channels and practices.

Harrison Brands commits to transparently communicating both positive and negative social and environmental impacts where relevant.

Harrison Brands will walk away from revenue where truth is compromised.

2. Scope and application

This policy applies to:

- All marketing and communications produced by Harrison Brands
- All client work delivered by Harrison Brands
- All partner, collaborator, or third party output published under the Harrison Brands

This includes, but is not limited to:

- Brand strategy and positioning
- Websites and digital products
- Campaigns, copy, and content
- Visual identity, imagery, and design
- Reports, presentations, and public statements

This policy is internal in application but is made publicly available to ensure transparency and accountability. Stakeholders are encouraged to provide feedback on its implementation.

3. Truth at Harrison Brands

Truth at Harrison Brands means:

- Claims are grounded in evidence
- Language is clear, specific, and proportionate
- Context, limitations, and trade offs are not concealed
- Aspirations are clearly distinguished from actions

We reject marketing practices that rely on implication, exaggeration, selective disclosure, or emotional manipulation. All communications will be designed to be clear and understandable to the intended audience, avoiding ambiguity, omission, or misleading simplification.

Words matter. Terms such as “green”, “eco”, “sustainable”, “planet positive”, or similar must not be used unless they are clearly defined, evidenced, and proportionate.

Vague or implied claims will be removed.

Responsibility for truthful communication is shared.

Clients are responsible for their actions. Harrison Brands is responsible for what it communicates.

Greenwashing and greenhushing

Harrison Brands does not support:

- Vague or unsubstantiated environmental or social claims
- Selective use of data that creates a misleading impression
- Visual or tonal cues that imply impact without evidence
- Suppressing truthful information to avoid scrutiny

Both greenwashing and greenhushing undermine trust and delay meaningful action.

4. Evidence, claims, and substantiation

Harrison Brands applies a strict evidence first approach.

This means:

- Claims must be supported by verifiable evidence
- Evidence must be proportionate to the claim being made
- Assumptions and methodologies must be clear where relevant
- Limitations and areas of uncertainty must not be concealed
- Where self-reported or estimated data is used, this must be clearly disclosed.
- Evidence documented in an accessible format for internal review and external verification.

All communications must clearly distinguish between:

- Current performance
- Measured impact
- Targets and commitments
- Long term aspirations

Preferred evidence sources include peer-reviewed research, independently verified data, recognised standards (e.g. ISO), lifecycle assessments, or primary measured data,

Where adequate evidence cannot be provided, claims will be removed, re framed, or declined.

5. Use of artificial intelligence and automation

Harrison Brands does not use artificial intelligence to generate tone of voice, narrative, or copy intended to represent human judgement, lived experience, or ethical positioning.

AI and automation may be used only for limited, transparent, non creative tasks where they do not distort meaning or misrepresent authorship.

Any use of AI or automated systems must not distort meaning, misrepresent authorship, or introduce misleading or unverified claims.

Any future changes to the use of AI will be reviewed against this policy and documented.

6. Right to challenge, pause, and refuse

Any employee has the authority to challenge marketing or communications work on the grounds of truth, ethics, or potential harm.

The company maintains both internal and external mechanisms for challenging claims. External stakeholders may request clarification or raise concerns regarding communications.

Harrison Brands reserves the right to:

- Pause work
- Remove or amend claims
- Refuse to publish content
- Disengage from client or partner relationships

This applies both before and after contracts are signed.

Where claims are found to be inaccurate or misleading, Harrison Brands will correct or withdraw them in a timely and transparent manner.

Where work cannot meet the standards set out in this policy, Harrison Brands will prioritise truth over revenue.

7. Accountability, review, and consequences

- Breaches of this policy are documented
- Repeated or serious breaches may result in refusal or termination of work
- Learnings are used to strengthen future practice

This policy is reviewed biannually and updated to reflect evolving standards, regulation, and understanding.

The Director of Harrison Brands Ltd. is accountable for ensuring compliance with this policy.

All relevant employees will receive training on responsible marketing, ethical communications, and claims substantiation.

All material claims must undergo a documented pre-publication review to verify accuracy, proportionality, and evidentiary support.

8. Related policies

This policy should be read alongside:

- Purpose and Stakeholder Governance Policy
- Code of Ethics
- Grievance Policy
- Client Selection and Refusal Principles
- Social and Environmental Incentives Policy

9. Ethical marketing and sensitive practices

Sensitive audiences include, but are not limited to: children, young people, individuals in financial distress, individuals with health conditions, and marginalised or at-risk groups.

Harrison Brands will not design or distribute communications that exploit fear, insecurity, lack of knowledge, or vulnerability.

Data-driven targeting will not be used to exploit vulnerabilities or influence individuals in ways that could cause harm or mislead.

All paid, sponsored, or incentivised content must be clearly disclosed. The company will not obscure the commercial nature of communications across influencer, PR, or media channels.

Communications must avoid reinforcing harmful stereotypes, discrimination, or social harm.

10. Evidence governance and auditability

All claims and associated evidence must be stored in a central and accessible system to enable auditability.

Evidence must be sufficient to substantiate the scale and nature of the claim being made.

Where uncertainty exists, this must be clearly communicated.

11. External transparency and accountability

Harrison Brands maintains a mechanism for external stakeholders to challenge or request clarification on claims.

Where errors or omissions are identified, corrections will be made in a timely and transparent manner.

Truth matters

Harrison Brands believes that honest communication is essential to meaningful progress.

Truth builds trust.

Trust enables action.

Without truth, marketing becomes noise.

We choose substance.

Harrison Brands recognises that its influence extends beyond its own operations and seeks to contribute positively to wider systems through advocacy, collaboration, and responsible client work.

Through collaboration and authenticity, we uncover the real stories behind brands, crafting narratives that inspire action and create meaningful impact.

We aim to be a force for good, using our expertise to drive honest change and help build a better future for all.

harrisonbrands.com

Artificial intelligence was used to support the drafting of this policy. All content has been subject to substantial human input, critical analysis, and editorial judgement. All data, positions, and statements contained within this policy are truthful to the best of our knowledge and have been reviewed and approved by the Director of Harrison Brands Ltd.



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