

# Ethical marketing policy



# Introduction

## Sommario

### 3 Introduction

### 4 Ethics

Clarity  
Integrity  
Social and environmental commitment  
Loyalty

### 6 Inclusion

Inclusion of diversity in communication  
Multicultural respect in communication  
Inclusion of diversity in our athlete team  
Ethical and up-to-date digital marketing

### 10 Athletes and community

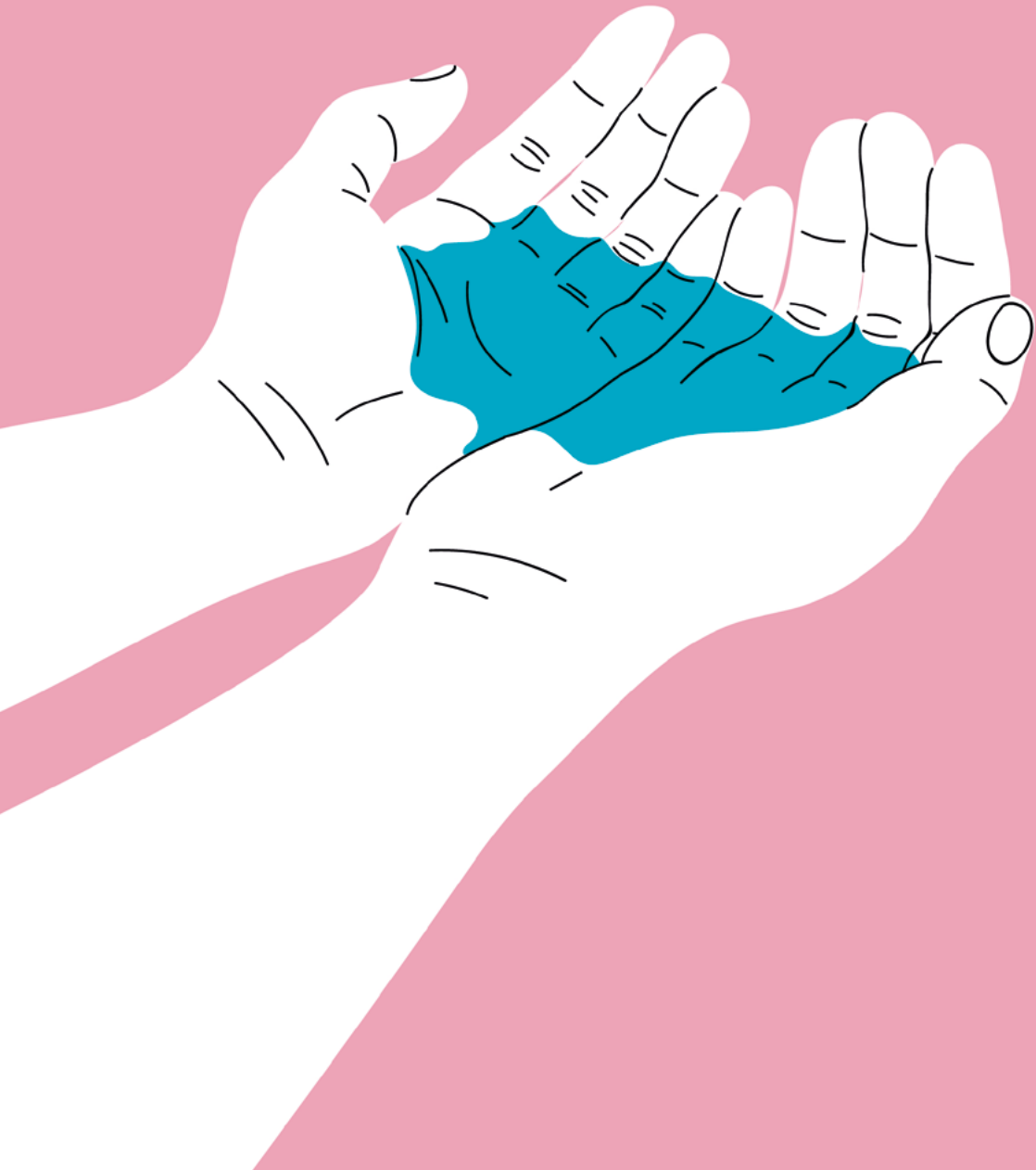
Listening to people  
Promotion of a healthy lifestyle  
Promotion of a responsible lifestyle through our athletes  
Double purpose contracts

## Our approach to ethical marketing

This document integrates  
our → **Ethical Code** and our  
→ **Green Manifesto**, defining  
the standards we apply to every  
marketing initiative of ours.

We understand the **responsibility  
that our role as communicators**  
imposes on us, and we meticulously  
adhere the **following principles**.

# Ethics



## Clarity

When it comes to corporate communication, we opt **for maximum transparency** in conveying to our audience the operations of our company and the impact of our products on sustainability and the environment.

## Integrity

Integrity represents the foundation of ethics in marketing. We are committed to providing communications that are based on **accurate and realistic information** regarding the performance and impact of our products, **without resorting to deceptive or misleading tactics.**

## Social and environmental commitment

We dedicate our utmost effort to **supporting initiatives** and developing marketing actions for ourselves and that encourage our customers to adopt sustainable **practices for environmental protection.**

Our business places the **well-being of society and the ecosystem** at its core.

## Loyalty

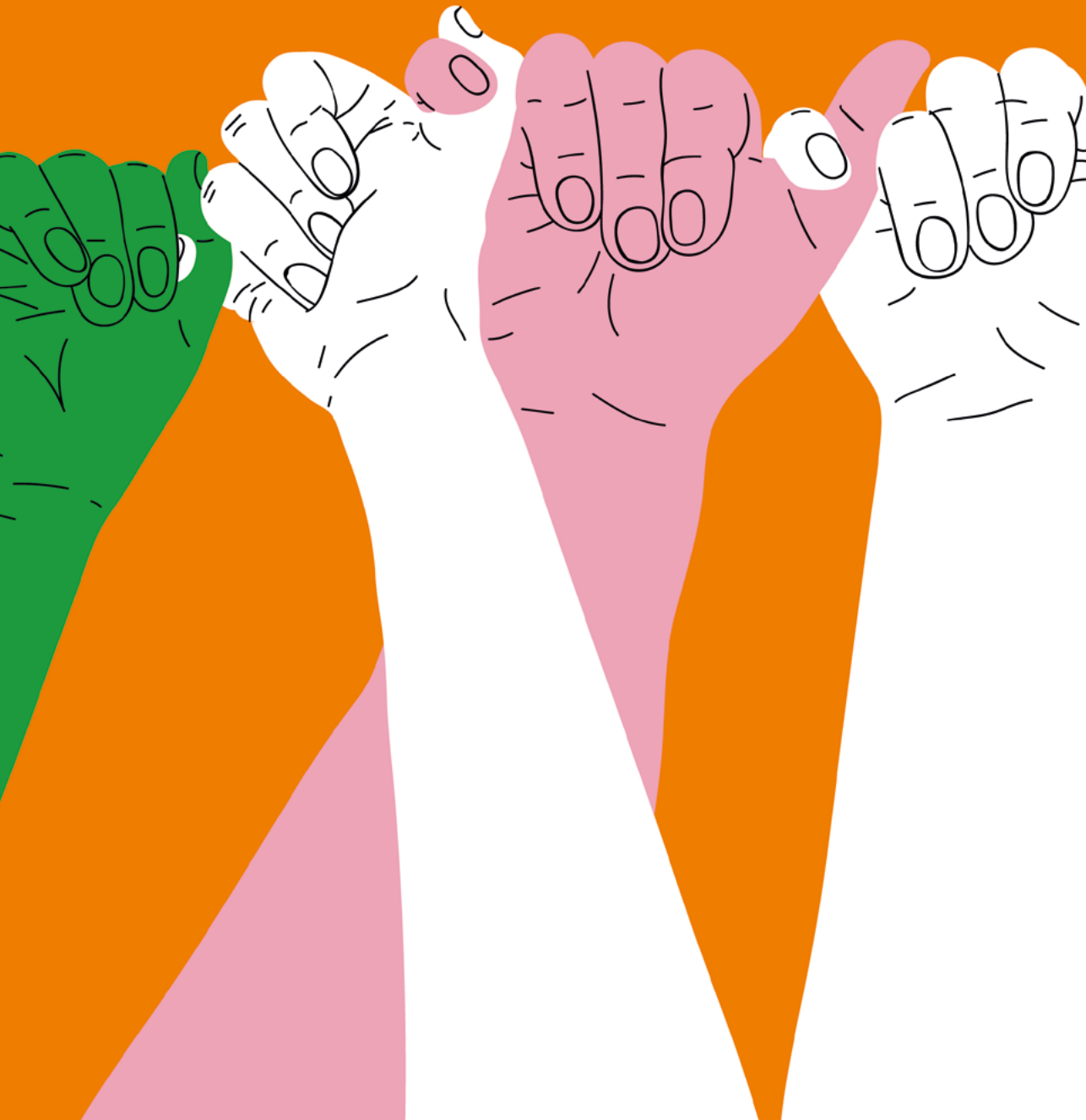
In marketing, there are certain tactics that can have a strongly persuasive effect.

We have a steadfast commitment to honesty.

### Our principles include

- Categorically avoiding the use of deceptive marketing strategies.
- Refraining from any exaggeration of the values and benefits of our products.
- Not resorting to false or exaggerated reviews and not concealing any negative opinions.
- Maintaining the accuracy of data and results without overemphasizing them when creating messages for partners or in advertising activities.
- Using terms that realistically represent our products and their features exclusively.

# Inclusion



## Inclusion of diversity in communication

One of the fundamental pillars of our philosophy is the **inclusion of diversity**.

We believe that ethical marketing should reflect the **diversity present in our society and give a voice to a wide range of perspectives**.

For this reason, we actively work to ensure that our campaigns, photo shoots, messages, and initiatives are **inclusive**, representing the

diverse cultures, experiences, and viewpoints within our customer base and workforce.

We strive to ensure a diverse and inclusive representation of race, age, gender identity/expression, body type, and disabilities.

## Multicultural respect in communication

We are aware of the power that certain images and testimonials have in eliciting an emotional response and encouraging interaction with marketing initiatives.

Consequently, we take measures to ensure that marketing **content does not involve any form of exploitation**, appropriation, or stereotyping of individuals or groups historically or socially marginalized.

We also consistently seek **feedback on the relevance and sensitivity of our marketing content** and promote internal training to increase awareness of cultural sensitivity and inclusion.

## Inclusion of diversity in our athlete team

We believe that our athletes are not only **ambassadors** of the quality of our products but also authentic **opinion leaders**. This prompted us to intensify efforts in building a dual-track communication approach: we want our athletes to be not only promoters of exceptional athletic performance but also **authoritative voices** in conveying our sustainability and JEDI messaging.

Embracing diversity, we believe, is not only ethical but also a way to ensure that **our team is representative of the global society** and capable of offering a wide range of perspectives to all those who follow them.

Therefore, in athlete selection, we strive to continue to **choose athletes that bring us diversity of thought while keeping the talent level of our team professional**.

We are dedicated to **seeking talented athletes** with potential in various contexts, committing to **giving ample space to diversity** in ethnicity, gender, sexual orientation, geographic origin, or socio-cultural background. Additionally, we promote an inclusive environment where every team member feels valued, respected, and has the opportunity to develop to the best of their abilities.

## Ethical and up-to-date digital marketing

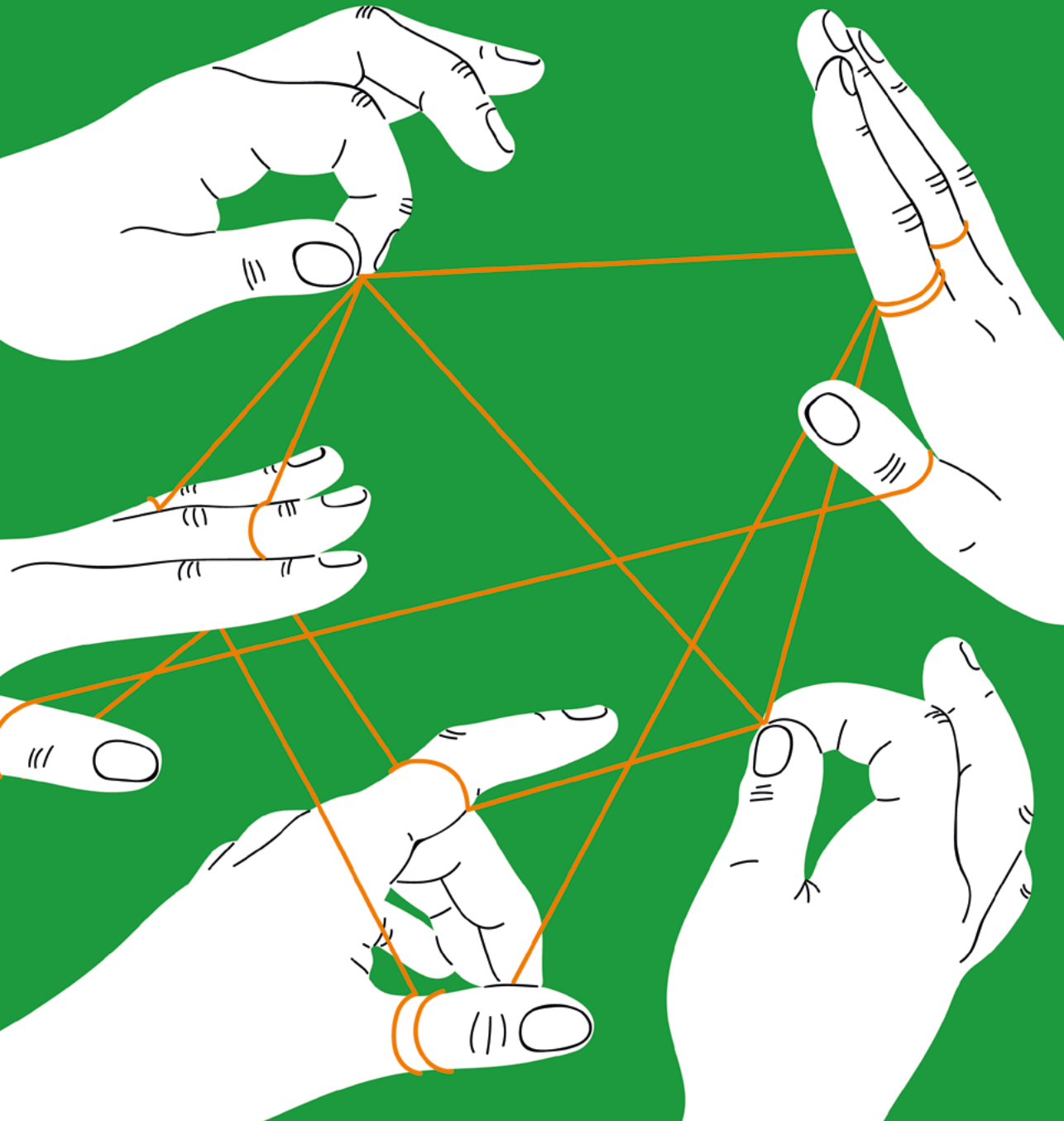
We are committed to promoting digital marketing (newsletters, posts, blogs, advertisements) that is permission-based and as personalized and relevant as possible. Even within initiatives focused on "conversion," **we strive to create value through free content** such as videos, blogs, and social media posts.

Regarding our newsletters, we strictly adhere to GDPR rules, facilitating unsubscribe options and limiting our messages to the specific content promoted at the time of subscription. We are also extremely explicit in distinguishing between advertising content and editorial content.

The responsible use of pop-ups, pop-unders, and modal windows completes a package of initiatives that combine our **business goals with full respect for our consumers**.

We are aware of how rapidly the field of digital marketing is evolving. We commit to promoting the training and education of our collaborators so that the use of increasingly effective and relevant practices for audience engagement aligns with the evolution of ethical marketing.

# Athletes and community



## Listening to people

**We facilitate visibility across all possible points** of contact with our company (phone, email, contact forms on the website, social media).

We recognize that customer feedback is essential to ensure that we are upholding the highest standards both in terms of products and marketing practices. For this reason, we adopt advanced systems to listen to and monitor the **satisfaction of our customers**. We don't just collect feedback on the quality of our products; we are equally interested in understanding how our marketing is perceived in terms of ethics. We want to ensure that our campaigns adhere to the values of transparency, respect, and responsibility that we promote.

We use state-of-the-art tools to gather opinions and comments from our customers, both on product experiences and the ethics of our marketing activities. This helps us continuously improve and **ensure that we are meeting the expectations of our customers**, both in terms of the product and ethical behavior.

The **voice of our customers is crucial** in guiding our decisions and helps us create a collaborative environment where their values and concerns are at the center of our actions.

## Promotion of a healthy lifestyle

Our marketing activities are centered not only on athletic excellence but also on promoting a healthy lifestyle through sports participation.

What we offer goes beyond mere athletic performance; our goal is to inspire people to embark on a journey toward health and well-being through sports. We believe that **sports can be a powerful tool to enhance the quality of life, promote vitality, and happiness.**

Our marketing activities don't solely focus on products but embrace the entire spectrum of benefits that sports can bring. We aim to encourage people **to lead an active lifestyle**, embrace nature, and discover the **advantages of a healthy life** through physical activity. In doing so, we not only celebrate performance but also the well-being and balance that sports can bring to everyone's life.

# Promotion of a responsible lifestyle through our athletes

We encourage the athletes on our team to **embrace the values of sustainability** and become authentic advocates for the environmental cause.

Our athletes are more than mere brand representatives; they are ambassadors of a sustainable lifestyle. We support them in their commitment to being virtuous **examples in their training**, competitions, and daily lives. This involves making conscious choices to reduce environmental impact, promoting nature conservation, and adopting eco-friendly practices.

Furthermore, we encourage our athletes to use their voice and **online presence to spread the values of sustainability** and inspire their followers to do the same. We believe that through their dedication, we can convey a positive message and engage more people in the cause of environmental sustainability.

In this way, we not only celebrate athletic achievements but also the potential of the sports world to **positively influence** change and the preservation of our environment.

# Double purpose contracts

In the contracts of our athletes, we will include provisions and incentives aimed at promoting virtuous behaviors in the field of sustainability.

These contractual elements will not only emphasize the importance of sustainability but also will **encourage our athletes to take virtuous initiatives**, focusing on reducing environmental impact, actively participating in conservation initiatives, engaging in awareness-raising on sustainability issues, and choosing competitions that are more sensitive to these themes.

In this way, we not only celebrate athletic performances but also acknowledge the significant role our **athletes play as ambassadors of sustainability in the outdoor world**. We believe that rewarding virtuous behaviors contributes to spreading a positive message and encourages greater commitment to environmental sustainability within our community of athletes and beyond.

**SCARPA** is a company specialised in the production of outdoor footwear for mountaineering, climbing, trail running, trekking, hiking, urban outdoor, ski mountaineering and telemark skiing. Founded in 1938 in Asolo, in the province of Treviso, as Società Calzaturieri Asolani Riuniti Pedemontana Anonima (hence the acronym S.C.A.R.P.A.).

Today **SCARPA** is based in the heart of the Veneto footwear district with factories in Germany, USA, China, Romania and Serbia.



