

Grievance Procedure

Grievance Procedure for external stakeholders

MyPup is committed to ethical business practices and stakeholder engagement. This policy ensures that external stakeholders have a safe, transparent, and accessible way to raise concerns and seek resolution.

Please note: this procedure is for formal grievances only. If you are looking for help related to your MyPup account, please contact our customer service department:

NL [+31 \(0\)85 001 37 17](tel:+3120850013717)

GB [+44 \(0\)20 396 053 73](tel:+442039605373)

IE [+353 \(0\)12 338 220](tel:+353212338220)

✉ info@my-pup.com

Scope

This policy applies to external stakeholders: customers, suppliers, partners, and MyPup users.

Grievances may relate to:

- Breaches of company policies or ethical standards
- Environmental or social impact concerns
- Discrimination, harassment, or bullying
- Any other issue affecting stakeholders

Formal procedure

To submit a grievance, please send an email to grievance@mypup.com. We will review and acknowledge the issue internally within **3 working days**.

Submissions must include:

- A description of the problem, including relevant details and evidence
- The desired resolution

Within **10 working days**, we will conduct an investigation together with ArboVita and come back with findings and any follow-up actions.

All grievances are recorded and tracked in our secure system. Each year, grievances are reviewed by the Management Team and included in our Impact Report.