

Responsible Marketing

We believe it is important that all our marketing communications are transparent and honest, with respect for our target audience and for the privacy of our customers and users. We see marketing as a way to communicate clearly and responsibly about what we do and why, in line with our mission and vision. Claims or impact figures we share are based on verified data.

1. Fair and transparent communication

Our marketing communications are factually correct, clear, and not misleading. Communications regarding performance, impact, or sustainability are substantiated and communicated proportionately. We do not engage in greenwashing and do not make promises we cannot keep.

2. Respect for target audience and context

Our communication is informative and engaging, never coercive or manipulative. We align tone and content with the purpose and nature of the message. We provide context and, where relevant, explicitly state limitations or conditions of our services. When using quotes or experiences from others, we always obtain prior consent.

We take into account audiences that require additional care. With regard to (digital) accessibility, we are guided by best practices for clear and careful communication, such as the information posters from the Home Office (UK). When communicating with specific target groups, we follow ethical guidelines and adapt our policies and communication accordingly.

3. In line with our values and our role as a B Corp

As a company, we consider it important to continuously improve. We regularly evaluate our communications and adjust them when needed. We are open to feedback from customers, users, and other stakeholders and use this to continuously improve our services and information provision. Our marketing aligns with our values and the B Corp principles: clear, responsible, and focused on real impact.

4. Internal responsibility and review

Marketing communications are aligned internally and reviewed before being used externally. Within the team, it is clear who is ultimately responsible for content and tone of voice. For topics related to privacy, security, or sustainability, we involve colleagues responsible for these areas to ensure our communication is accurate, complete, and up to date.

5. Privacy and data use

We handle personal data with care. Data for marketing purposes is used solely in accordance with applicable legislation (AVG/GDPR) and never for purposes other than those for which it was provided. We communicate transparently about the use of data and offer clear opt-in and opt-out options.