

Responsible Marketing

Introduction

We believe it is important that all our marketing communications are transparent, honest, and respectful towards our customers, users, employees, partners, and other stakeholders.

Marketing is a way for us to communicate clearly and responsibly about what we do, why we do it, and the impact we create, in line with our mission, vision, and values.

All claims, performance indicators, and impact figures we communicate are based on verified information. Environmental and social impact claims are supported by reliable, evidence-based sources, including internal data, independent assessments, scientific research, peer-reviewed studies, recognised industry standards, or independent market research where available.

We are committed to communicating transparently about both the positive and negative social and environmental impacts of our operations, products, and services. Where limitations, challenges, or areas for improvement exist, we aim to communicate these honestly and proportionately.

1. Fair and Transparent Communication

Our marketing communications are factually correct, clear, and not misleading.

Communications regarding performance, impact, sustainability, social value, or environmental outcomes are substantiated and communicated proportionately. Claims are reviewed to ensure they are supported by credible evidence and presented with appropriate context.

We do not engage in greenwashing, social washing, or exaggeration and do not make promises we cannot keep.

2. Respect for Target Audience and Context

Our communication is informative and engaging, never coercive, manipulative, or exploitative.

We align tone and content with the purpose and nature of the message. We provide context and, where relevant, explicitly state limitations, assumptions, or conditions of our services.

When using testimonials, quotes, case studies, photographs, videos, or experiences from others, we always obtain appropriate consent.

We take into account audiences that require additional care and consideration. We avoid messaging that may exploit fear, vulnerability, inexperience, or social pressure. We are committed to responsible and accessible communication.

MyPup does not intentionally market products or services directly to children. Where communications may be viewed by younger audiences, we apply additional care to ensure messaging remains appropriate, transparent, and responsible.

3. Responsible Use of Marketing Channels and Partners

We apply the same ethical standards across all communication channels, including websites, social media, advertisements, email campaigns, events, public relations activities, and third-party platforms.

Where influencers, ambassadors, referral partners, agencies, advertisers, or other third parties are engaged on behalf of MyPup, they are expected to follow the principles outlined in this policy.

All sponsored, paid, or promotional content must be clearly identifiable as such and comply with applicable laws and advertising regulations.

We regularly review our marketing practices to ensure they remain ethical, inclusive, and aligned with our values.

4. 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 actively seek feedback from customers, users, employees, and other stakeholders and use these insights to improve both our services and our communications.

Our marketing aligns with our values and the principles of the B Corp movement: transparency, accountability, inclusivity, and a commitment to creating positive impact while acknowledging opportunities for improvement.

5. 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, sustainability, diversity, equity, inclusion, or social impact, we will periodically involve relevant subject matter experts to help ensure communications are accurate, complete, evidence-based, and up to date. Any significant environmental or social claims require review by said relevant subject matter experts of the supporting evidence before publication.

6. Privacy and Data Use

We handle personal data with care. Data for marketing purposes is used solely in accordance with applicable legislation, including GDPR, and never for purposes other than those for which it was provided. We communicate transparently about the use of data and provide clear opt-in and opt-out mechanisms. We do not sell personal data and take appropriate measures to protect privacy and confidentiality.