

# I000heads ethical code

## **1. Consumer protection and respect are paramount**

We respect and promote practices that abide by an understanding that the consumer - not the marketer - is fundamentally in charge, in control, and dictates the terms of the consumer-marketer relationship. We go above and beyond to ensure that consumers are protected at all times.

## **2. Honesty**

### ***Honesty of Relationship***

We stand against spam, shill and undercover marketing, whereby people are incentivised to make recommendations they don't believe in.

We comply with regulations that state: "When there exists a connection between the endorser and the seller of the advertised product which might materially affect the weight or credibility of the endorsement (i.e., the connection is not reasonably expected by the audience) such connection must be fully disclosed."

### ***Honesty of Opinion***

We never tell consumers what to say. People form their own honest opinions, and they decide what to tell others. We provide information, we empower them to share, and we facilitate the process - but the fundamental communication must be based on the consumers' personal beliefs.

We comply with regulations regarding testimonials and endorsements, specifically: "Endorsements must always reflect the honest opinions, findings, beliefs, or experience of the endorser. Furthermore, they may not contain any representations which would be deceptive, or could not be substantiated if made directly by the advertiser.

### ***Honesty of Identity***

Clear disclosure of identity is vital to establishing trust and credibility. We do not blur identification in a manner that might confuse or mislead consumers as to the true identity of the individual with whom they are communicating, or instruct or imply that others should do so.

Campaign organisers should monitor and enforce disclosure of identity. Manner of disclosure can be flexible, based on the context of the communication. Explicit disclosure is not required for an obviously fictional character, but would be required for an artificial identity or corporate representative that could be mistaken for an average consumer.

Campaign organisers will disclose their involvement in a campaign when asked by consumers or the media. We will provide contact information upon request.

### **3. We respect the rules of the venue**

We respect the rights of any online or offline communications venue (such as a web site, blog, discussion forum, traditional media, live setting, etc.) to create and enforce its rules as it sees fit. We never create campaigns or encourage behaviour that would violate or disrespect those rules.

### **4. We manage relationships with under 18s responsibly**

We believe that working with under 18s in word of mouth marketing programs carries important ethical obligations, responsibility, and sensitivity.

We stand against the inclusion of children under the age of 13 in any word of mouth marketing program.

We comply with all applicable laws dealing with under 18s and marketing.

### **5. We promote honest ongoing communication**

We cannot control what people say or how a message will be presented after multiple generations of conversation, but we promote the honesty in ongoing communications. In the context of each program, we instruct advocates about ethical communications and we never instruct or imply that they should engage in any behaviour that violates the terms of this code.

### **6. We protect privacy and permission**

We respect the privacy of consumers at all times. All word of mouth marketing programs should be structured using the highest privacy, opt-in, and permission standards, and we comply with all relevant regulations. Any personally identifiable information gathered from consumers through their participation in word of mouth marketing programs should be used only in the confines of that particular program, unless the consumer voluntarily gives us permission to use it for other purposes.

### **7. Email communication**

Where email communication is employed it will be sent to opted-in subscribers only. In the case of a client supplying us with data we will ascertain the source and genuine nature of that data. We will not send unsolicited commercial email to individuals or organisations and will only communicate information that is deemed likely to be of value and relevance to the recipient. All email data held by ourselves will be kept strictly confidential and we will never sell, rent or redistribute lists. All email communication sent by 1000heads will have an automatic 'unsubscribe' function.

*Conversations are worthless without integrity.*

For more information visit [www.1000heads.com](http://www.1000heads.com) or contact +44 203 206 2000