

# Ethical Marketing Policy and Guidelines



# Lluch Essence

Thriving together



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## Introduction

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Lluch Essence is a family company with a tradition of more than 70 years supplying aromas and fragrances to the perfumery, cosmetics, food and feed industries.

The great experience and relationships built over many years have allowed Lluch Essence to understand and satisfy the needs of all its customers, so that they perceive Lluch Essence as an ally and not just as a distributor.

## Purpose

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The purpose of this policy is to promote the values of the company and introduce the fundamental principles of ethical marketing, to serve as a reference in the decisions and strategy of the organization.

Lluch Essence has the responsibility to promote its products and services in a fair, transparent and respectful manner, taking into account the values and rights of its consumers.

Lluch Essence's strategy is based on the fundamental belief that marketing should be honest. In this way, it has a commitment with its partners to create a relationship of trust through service.

Lluch Essence stands out for developing long-lasting commercial (and personal) relationships, based on reliability, the ability to ally with its clients, for working constantly to anticipate their needs and to overcome the challenges of each project.

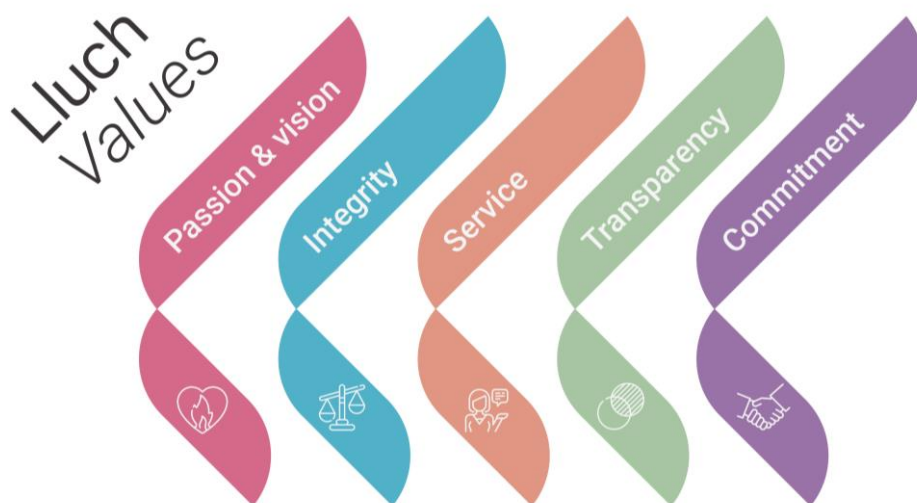
## Scope

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The following policy involves all Lluch Essence employees and all its human resources, regardless of the subsidiary to which they belong and the function they perform. Likewise, Lluch Essence expects its business partners and marketing suppliers to commit to respect and be aligned with the commitments and principles of Lluch Essence in terms of Ethical Marketing.

This Policy is aligned with the 5 values that conform the basis of the ethical conduct of all Lluch Essence's business activity and are described in the company's Code of Ethics.

- **Passion and Vision:** Our passion and vision lead us to constantly search for opportunities for development and growth, which generates great value in the long term.
- **Integrity:** Our ideas, actions and values always go together. Integrity defines the way we work.
- **Transparency:** Transparency and cooperation are an intrinsic part of our DNA. Being open keeps us stronger and makes us not only more efficient, but also wiser.
- **Service:** Offering the best service means taking care of the smallest detail. We search for excellence in our products and solutions, and, above all, in the relationships we establish.
- **Commitment:** Our commitment to our collaborators, to society and to the planet is and will always be the basis of all our movements.



## Commitment and principles

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### Legality

- Ensure that the marketing strategy respects the current national and international regulations and/or legal framework.
- Promote and encourage healthy competition, avoiding communications that defame or unfairly denigrate companies in the sector.
- Ensure that the company's marketing and communications strategies do not promote discrimination based on race, gender, sexual orientation, religion, disability or any other reason.
- To apply the data protection law in force, guaranteeing respect for privacy and avoiding collecting and/or using personal information of collaborators without their express consent.
- Ensure efficient communication with collaborators so that they understand the quality and safety of the ingredients marketed and the services offered.
- Do not use dishonest, false, exaggerated or manipulated marketing tactics, reviews and testimonials.
- Do not use manipulated analysis or results when writing stakeholder communications.

### Diffusion Channels

Lluch Essence guarantees transparency, honesty and respect in all its interactions and marketing strategies, applying the following principles of Ethical Marketing in all diffusion channels, regardless of their nature: digital or traditional.

#### Social Media Marketing (LinkedIn):

- Share accurate and transparent information in the profile.
- Respect the privacy of followers and partners.
- Do not share personal data without the respective consent.

#### Electronic Mail (E-mail Marketing):

- Share communications via MailChimp only to the partners who have given their consent.
- Respect the desire of users to unsubscribe at any time.

#### Content Marketing:

- Create promotional content considering the highest standards of quality and veracity, avoiding exaggeration and false information.
- Promote and market products considering the scientific rigor and veracity of the information shared.

#### Marketing in traditional media (industry magazines):

- Respect advertising rules in compliance with the regulations and standards described by the sector.

#### Events and trade fairs

- Ensure accurate and non-misleading promotion of Events and Trade Shows.

### **Relationship with Marketing suppliers**

The close relationship with suppliers is essential for Lluch Essence and has a significant impact on the ethics and integrity of the operations carried out. The organization, before anything else, asks its collaborators to respect the regulations or legal framework in force concerning data protection.

- Ensure an ethical selection of marketing suppliers, choosing those who are aligned with the ethical values of Lluch Essence and who show commitment to industry standards.
- Maintain a relationship of respect and transparency with marketing suppliers, making them strategic partners.
- The marketing suppliers must work with solid policies and practices of data protection and privacy, thus guaranteeing the protection of the information of Lluch Essence's collaborators.
- Lluch Essence supports and prioritizes those supplier organizations that are aligned with its sustainable commitment, which is reflected in the Sustainability Policy and Commitment available on the company's corporate website (<https://www.lluche.com>).

## Merchandising

Promotional gifts provided to collaborators promote loyalty and generate interest in Lluch Essence's products and services. They are managed in an ethical manner and the following commitments are applied to ensure that there are no conflicts of interest:

- Lluch Essence is transparent with promotional gifts. Consumers are aware that they are receiving a promotional gift related to Lluch Essence or associated with a marketing campaign.
- Promotional gifts are of reasonable value and not excessive. Under no circumstances is the purpose of this detail is to influence the partners in an unethical or inappropriate way.
- The merchandising prepared by Lluch Essence is designed not to discriminate against any group of people for reasons of race, gender, sexual orientation, religion, disability or any other aspect.
- Promotional gifts are offered on a voluntary way, according to the "compliance" rules of the receptor and own companies.

## Environmental and social communication

- Lluch Essence's environmental communication is accurate and honest, avoiding exaggerated or false statements about the environmental impact of the practices carried out, avoiding the concept of Greenwashing.
- Sustainability is part of the corporate strategy and is a real commitment, each step in Lluch Essence's journey towards sustainability is designed to minimize the impact of its activity, through actions that can make a substantial difference in the future.
- Lluch Essence ensures that the publication of environmental and/or social content is not misleading or fraudulent. Images and statements are reviewed to ensure that they do not create incorrect conclusions for the partners.
- When applicable, certifications and authorized external organizations are used to perform independent verification of environmental and/or social achievements.

## Compliance monitoring

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Lluch Essence reserves the right to implement this policy to verify compliance, likewise, encourages its business partners to raise any questions about the commitment of Lluch Essence through the following email:

- [comunicacion@lluche.com](mailto:comunicacion@lluche.com)

On the other hand, in case of detecting non-compliance with this Policy or having doubts about it, they can contact through the following email:

- [canal.denuncias@lluche.com](mailto:canal.denuncias@lluche.com)

## Document reference


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For further information, please refer to the following documents:

- Code of Ethics (website)
- Equality Plan (website)
- Sustainability Policy & Commitment (website)



**Sales Director**



**General Manager**