

code of responsible communication



Corporate Social Responsibility

We talk to millions of customers, colleagues and suppliers every year, and we need to make sure that all our conversations reflect the fairness, warmth and honesty that lies at the heart of our business.

That's why we follow a code, to help us apply our social and environmental responsibilities in our communications, and share best practice.

By using the following five principles in all of your communications, you will help us to make a good impression everywhere we go.



- 1 respecting everyone we talk to
- 2 gaining trust through honesty
- 3 behaving responsibly
- 4 demonstrating environmental responsibility
- 5 asking partners to comply with our communication principles

1 respecting everyone we talk to

- 1.1 We believe everyone deserves to be treated with respect, no matter who they are, what they do, what their beliefs are or who they work for. This means we don't discriminate against origin, religion, gender, age, disability or sexual orientation in our communications; everyone's welcome to have their say.
- 1.2 Our communications never disparage anyone (whether they're individuals, our competitors, other professions or companies). Even if other organisations may at times make negative comments we don't stoop to their level; instead we make our case by presenting the facts clearly and simply.
- 1.3 As a global company, our communications celebrate and champion diversity across our audiences. By being thoughtful in the way we communicate we can build relationships that transcend any cultural boundaries and we might learn a thing or two too.

2 gaining trust through honesty

- 2.1 People will only trust us if they know we are reliable and honest, so we never distort the truth in our communications.
- 2.2 We work in a hi-tech industry, so we need to make sure we don't use technical, scientific or commercial jargon that exploits any lack of experience or knowledge among our customers. Take a little time to explain the technobabble in a warm, natural way that people will understand.
- 2.3 We also have to be careful not to mislead anyone through implication, ambiguity or leaving information out. Instead present our offers and prices clearly, explain any terms, conditions or caveats and let the benefits speak for themselves without exaggerating.
- 2.4 Have we used all of the channels available to us to communicate with our customers? We need to make it easy for everyone to access the right information so consider all the options – from websites to emails, texts to leaflets, posters to audio.



3 behaving responsibly

- 3.1 Don't make any claims we can't verify or back up with real evidence or metrics, remember we're just one blog away from exposure if we don't say what we mean and do what we say.
- 3.2 We follow child protection guidelines to the letter. In this age of new innovations there are new risks, so we must help parents and guardians understand how to keep their children safe when using our products and services.
- 3.3 We keep our customers' personal data secure and protect their privacy online, in direct mail, and within all other communications, by following the relevant legislation strictly.
- 3.4 Our commitment to courtesy influences the way we behave and encourage our customers to behave, respecting people's security and personal property, being considerate and never making someone feel uncomfortable.
- 3.5 When it comes to using mobile phones safely or advising on electromagnetic waves, we make sure we provide customers and the public with accurate scientific and regulatory information from recognised international and national bodies.
- 3.6 We do our best to ensure our communications are easy to understand, taking care to help people with a disability access and comprehend information.
- 3.7 We've established close ties with the communities we operate in by making sure our offers aid social and economic development. We also run volunteering, health, disability, education and music projects all around the world through the Orange Foundation. The aim is to help everyone communicate more easily, regardless of factors such as race, gender, disability, culture, affluence or social background.

4 demonstrating environmental responsibility

- 4.1 Our communications present environmental information in an honest, and truthful manner; we don't claim anything that can't be verified, and never 'green-wash' (persuade someone a product is environmentally friendly if it's not).
- 4.2 Our communications do not endorse behaviour that works counter to the protection of the environment.
- 4.3 Our communications consider the environmental impact of materials and processes and highlight the importance of such considerations to service providers.





5 asking partners to comply with our communication principles

- 5.1 We work hard to stick to increasingly high standards of social responsibility, and we encourage our communications partners to do the same.
- 5.2 We recommend that communications partners respect and adopt the principles laid out in our code of ethics and our purchasing charter, and apply these to their own suppliers.
- 5.3 We consult and partner with associations (for the protection of the environment, children, charities and others) and involve them in our communications. It's not just about looking good, it's about being good.

conclusion

Our influence as a global company means that - by training our people and holding business partners and third party suppliers to a higher standard – we can continue to raise the bar for creating communications across all marketing media that we can be proud of.

for more info about our Corporate Social Responsibility
commitment, please visit www.orange.com

