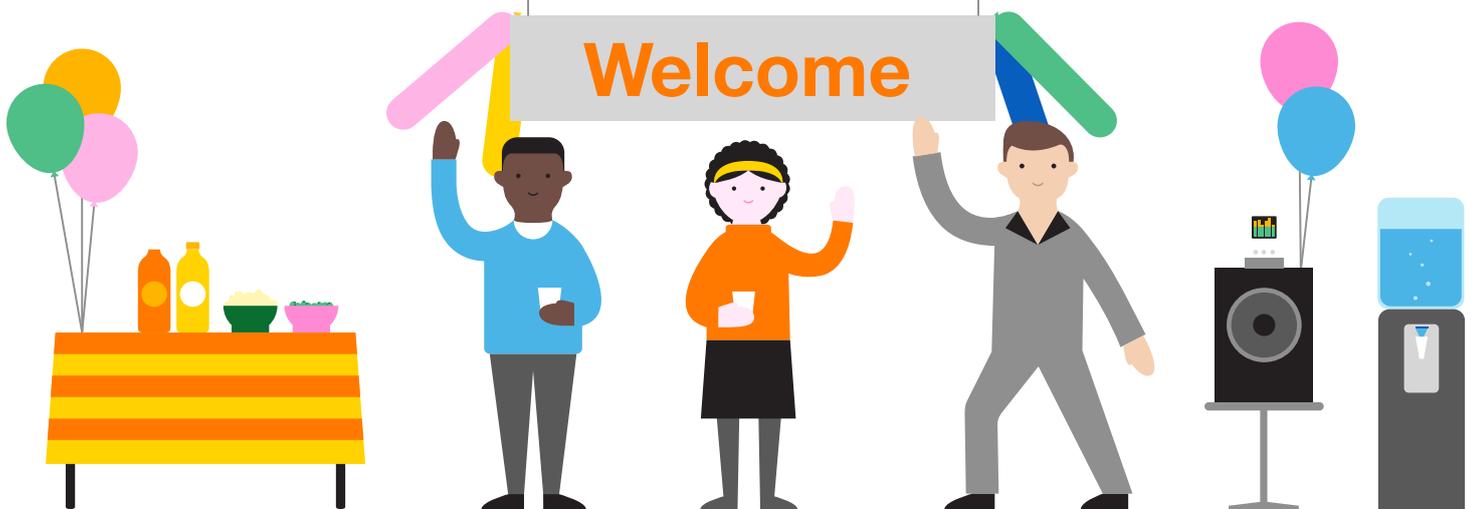


Introduction

“ In a world undergoing a major technological transformation, only human-centric innovation makes sense. And this belief has a name: Human Inside. We want it to naturally run through all of our actions. Millions of customers, employees, suppliers and partners will witness this first hand. A commitment like this must also build on well-thought out communications activities and messages which respect rules ensuring that they are in line with our social, societal and environmental commitments.

In the era of social media and immediacy of information, most reputation crises are due to clumsy communications. This code’s main target is to protect us from this. But we also designed this policy as a positive source of inspiration to promote our commitment to making digital technology a driver of progress. Let’s make sure all of our communications convey this humanity that defines us. ”





Respectful communications

We do our best not to perpetuate any stereotypes whatsoever, as each person must be treated with respect. We are particularly attentive to issues of origin, religion, gender, age, disability and sexual orientation in all of our communications.

We do not publish any defamatory messages about people, competitors, other professions or companies.

We are also keen to represent the diversity of our audiences in order to be relatable for each and every person.

We adapt our messages to the cultures in the countries within our footprint.

We make sure our communications are accessible via a range of information channels, such as for our older or disabled customers who need to be able to easily find and access the services and offers designed for them.

Transparent communications

Our communications are reliable and honest, as the trust our customers place in us is essential.

We strive for simplicity and adapt our messages to our different audiences. We are careful not to use technical, scientific or commercial terms without explaining them.

We present our offers and prices in a clear and readable way. We make sure there are no deliberate omissions or misleading or ambiguous terms.

We use social, societal and environmental arguments as appropriate and only if they are unequivocal and verified.

We establish trusting, respectful and honest relationships with our suppliers, branches and partners. We comply with our responsible purchasing commitments.





Committed communications

We are committed to protecting children, and we forbid any mentions or representations of behaviour that are contrary to that ethos. We raise awareness and provide support to parents, educators and children to ensure they use digital technology safely, responsibly and creatively.

With the Orange commitments on the protection of personal data and privacy, we go beyond the legal provisions in force.

We take into account society's questions on radio waves: we pass on the most recent scientific and regulatory information from international and national bodies and regularly give advice for best use of our technology.

We consider social, societal and environmental impacts when designing and making our communications campaigns and the necessary tools and materials. We limit our consumption of paper and use low environmental-impact materials as far as possible.

We want our communications to inspire courteous and responsible behaviour and to respect the well-being and safety of people and property. We also encourage positive practices that benefit society and the environment.

Community-oriented communications

We believe that our technology is a driver of progress for all and for society as a whole. We demonstrate how Orange's business and its Foundation's actions contribute to this.

issues, we capitalise on partnerships with recognised organisations (protection of the environment, protection of children, social entrepreneurship, philanthropy, etc.).

For communications on economic, social, societal and environmental

Conclusion

“ We invite the communications teams to maintain a high level of quality for communications we can be proud of, whatever the means of communication. This policy, which was revised in 2016, could change depending on our customers' expectations, society, and legal and regulatory provisions. We expect our suppliers, agencies and partners to respect the principles laid out in this responsible communications code, the Code of Ethics and the Supplier Code of Conduct, and to

recommend them to their own suppliers and subcontractors.

This communications policy should help you in your everyday work. The four principles are designed to clarify certain ambiguities and release your creativity, for a positive and human digital revolution. ”



Corporate Social Responsibility:
orange.com/csr

Brand website:
newbrand.orange.com