



## Acetum Ethical Marketing Policy

In Acetum, we believe passionately about cherishing our Italian tradition crafting our vinegars in a sustainable way, to deliver drops of distinctive flavour from Modena to the world.

This policy lays out the ethical marketing practices we aspire to follow at Acetum to ensure that our marketing is thoughtful, authentic, and respectful to employees, customers, communities, suppliers, and the ancient traditions of Balsamic Vinegar of Modena.

We commit to:

- Ensuring our advertising is truthful and honest about our products by;
  - Only using realistic descriptions of the products that we are promoting
  - Ensuring any claims that we make about our products comply fully with all relevant legal requirements.
- Ensuring that the majority of our advertising promotes the use of our products in the context of healthy lifestyles and as an accompaniment to the consumption of foods that are widely recognised as healthy. For example, in the context of eating fresh salads and fruits, or as part of a balanced meal occasion.
- Ensuring that our marketing is designed to appeal to adults and is not targeted at children under the age of 16. (In the event that we consider the development of products specifically aimed at under 16s in the future, we commit to ensure that these promote healthy lifestyles and encourage the consumption of healthier foods.)
- Ensuring any creative advertising is culturally sensitive and avoids stereotyping people on the basis of race, gender or sexual orientation.
- Being clear when our advertising is paid content, as distinct from editorial content, which will always reflect the independent views of journalists and other commentators of our products.
- Having a clear privacy and cookie policy that adheres to GDPR rules and is CCPA (California) compliant. We will not intentionally use data that wasn't for the intended purpose it was provided.
- Ongoing testing to ensure our websites and any data they contain is secure.

We will continual to review our policy as we expand our marketing efforts and/or to reflect industry changes to ensure we remain an ethical marketing organisation.

Cavezzo, 01 September 2022



Managing Director