



Code of Conduct for GfK Suppliers

We at GfK are committed to the highest standards of Compliance and Business Ethics. Therefore, we require our suppliers to adhere to values of business conduct compatible with our own and to respect the customs, rules, and practices that apply to our industry. This Code of Conduct sets forth minimum requirements and is applicable to all suppliers who provide GfK with goods or services. Our suppliers are expected to comply with the principles expressed in this Code of Conduct and are encouraged to exceed the requirements set forth below.

Additional terms of existing or future contracts between suppliers and GfK may contain stricter provisions that pertain to some of the same issues mentioned herein. Nothing within this Code of Conduct supersedes an existing contract with such stricter provisions. Moreover, if any inconsistencies arise between this Code of Conduct and the stricter provisions of another agreement, these provisions contained in such agreement(s) will control.

Adhering to our business values means complying with the following standards and requirements:

1. Ethics of Business Conduct

- a. **Compliance with Laws and Regulations:** Suppliers must comply with all applicable laws, rules and regulations, and all amendments thereto, as well as all ethical standards applicable in the countries in which they operate.
- b. **Corruption and Bribery:** Suppliers shall not engage in corruption, extortion, embezzlement or bribery. Suppliers shall abide by all applicable anti-corruption laws and regulations.
- c. **Data Privacy & Intellectual Property:** Compliance with data protection regulations and confidentiality obligations is an integral component of market research and these regulations and obligations must be strictly followed. Our suppliers must abide by applicable data privacy laws and regulations when handling personal information. Our suppliers must safeguard and make only appropriate use of confidential information and ensure that all employee, business partner, and respondent privacy and intellectual property rights are adequately protected.

2. Conduct towards employees

- a. **Protection of Human Rights:** Our suppliers are expected to protect the human rights of their employees and to treat all employees with dignity and respect.
- b. **Anti-Discrimination and Anti-Harassment:** Our suppliers are to treat their employees equally, irrespective of gender, age, religion or creed, sexual orientation, disability or ethnic origins. Harassment and discrimination of any kind shall not be exercised or tolerated.

- c. **Wages & Working Hours:** Working hours for our suppliers' employees will not exceed the maximum set by the applicable law of the country in which they operate. Furthermore, we expect that the employees of our suppliers receive an appropriate remuneration. GfK suppliers agree to comply with applicable statutory minimum wage legislation and to be liable for adherence to such regulations.
- d. **Child Labor & Forced Labor:** We expect our suppliers to prohibit and refrain from child labor within their organization. The term "child labor" is defined by the International Labour Organization as work that deprives children of their childhood, their potential and their dignity, and that is harmful to physical or mental development. Furthermore, we expect our suppliers to refrain from utilizing any kind of forced or involuntary labor within their organization.

3. Environmental Protection

Suppliers shall comply with all applicable laws, regulations and standards to protect the environment. GfK suppliers are expected to take all reasonable measures to prevent environmental degradation, to establish and maintain a suitable environmental management system (e.g. in accordance with ISO 14001) and to encourage the development and diffusion of environmentally friendly technologies in order to minimize environmental impacts and hazards, and to improve environmental protection in their everyday operations.

4. Compliance with the GfK Supplier Code of Conduct

- a. Our suppliers will have an authorized representative certify that he or she has read and understood this Code of Conduct, and commits to adhere to its standards.
- b. We may monitor compliance with the standards of this Code of Conduct as far as applicable for services rendered for GfK or appoint a third party to conduct such audit. If there is a violation of this Code of Conduct, we reserve the right to discontinue our relationship with the supplier.
- c. We expect our suppliers to provide means for their employees to report concerns or potentially unlawful activities in the workplace.
- d. We reserve the right to change the requirements of this Code of Conduct from time to time. In such an event, we expect our suppliers to review and accept such changes and to update their practices accordingly. A current version can be found on the following URL: www.GfK.com/supplier

5. Communication throughout the Supply Chain

It is required that all suppliers communicate the principles laid out in this Code of Conduct throughout their supply chain, including to their subcontractors, to take these principles into account when selecting subcontractors, and further to ensure compliance with these principles by their subcontractors.