



## GfK UK - SLAVERY & HUMAN TRAFFICKING STATEMENT FINANCIAL YEAR 2016

### INTRODUCTION

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This statement is made pursuant to Section 54, Part 6 of the Modern Slavery Act 2015 and sets out the steps we have taken to ensure that slavery and human trafficking is not taking place in our supply chains or in any part of our business. In this statement, references to “we” “us” or “our” include the following companies:

GfK U.K. Limited  
GfK Retail and Technology UK Limited  
GfK Entertainment and Travel UK Limited  
GfK Mystery Shopping Services UK Limited  
GfK Mystery Shopping UK Limited  
GfK Field Interviewing Services UK Limited  
GfK Shared Services UK Limited  
GfK Telephone Interviewing Services Limited

We know that slavery, servitude, forced labour and human trafficking (**Modern Slavery**) is a global and growing issue given the rapid rise in global migration, existing in every region in the world and in every type of economy, whether industrialised, developing or in transition. No sector or industry can be considered immune or untainted.

We have a zero tolerance approach to Modern Slavery of any kind within our operations and supply chain. We all have a responsibility to be alert to the risks, however small, in our business and in the wider supply chain. Staff are expected to report concerns, using the appropriate reporting channels, and management are expected to act upon them

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### OUR STRUCTURE

We are a part of the GfK group of companies (**GfK Group**), and our ultimate parent company is GfK SE. GfK SE has its head office in Germany. The GfK Group has over 13,000 employees worldwide and operates in more than 100 countries. The GfK Group has global turnover exceeding 1.500m EUROS.

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### OUR BUSINESS & OUR SUPPLY CHAINS

We are an industry leading, trusted source of relevant market and consumer information, enabling our clients to make smarter decisions every day. We serve customers in the UK and around the world. Our customers are public bodies, charities and companies and partnerships ranging from international to small business. The GfK Group has more than 13,000 market research experts who combine their passion with the GfK Group’s long-standing research heritage and experience to deliver vital global insights, matched with local market intelligence. Using innovative technologies and data sciences, we turn big data into smart data, enabling our clients to improve their competitive edge and enrich consumers’ experiences and choices.

We buy a vast range of things, from field interviewing services to network and IT hardware. Some of these products and services we use in our own business (like IT hardware) and some we use as part of what we deliver to our customers (like field interviewing services).

We have a multi-disciplined supply chain to support us through the different aspects and provisions of our business. Wherever possible, we select suppliers that have ISO certifications or registrations and/or professional memberships.

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### OUR POLICIES ON MODERN SLAVERY

We are committed to ensuring that there is no Modern Slavery in our supply chains or in any part of our business. Our [Corporate Social Responsibility Policy](#) and [Code of Conduct for GfK Suppliers](#) reflect our commitment to acting ethically and with integrity in all our business relationships and to implementing and enforcing effective systems and controls to ensure Modern



Slavery is not taking place anywhere in our supply chains.

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## HOW WE CHECK COMPLIANCE WITH OUR STANDARDS

We have a number of processes and systems in place to:

- Protect the interests of our employees
- Mitigate the risk of Modern Slavery in our supply chains
- Protect whistle blowers

In particular, as part of our initiative to identify and mitigate risk (and protect our employees) we have the GfK SE Works Council (**SE WC**). The formation of SE WC brings together employee representatives from the different European countries in which GfK has operations, including the UK. In total, there are 25 delegates representing our colleagues across 21 European countries.

The SE WC was established in 2008 and constituted in 2009. Each SE WC member is elected for 5 years according to the national laws/rules. Each representative is elected by the employees of their respective country.

During the SE WC meetings, representatives are informed and consulted by central management on cross-border issues of concern to GfK's employees. The members of the GfK SE Works Council are obligated to protect the interests of all employees in the GfK Group in Europe and the interests of the GfK Group. The GfK SE WC is the European body which ensures the rights of employees to participation through information and consultation.

The SE WC has secured a GfK Social Charter, approved by the GfK SE Management Board, to safeguard conditions for all employees globally.

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## SUPPLIER ADHERENCE TO OUR VALUES AND ETHICS

All GfK suppliers are required to comply with the [Code of Conduct for GfK Suppliers](#). To ensure all those in our supply chain and contractors comply with the [Code of Conduct for GfK Suppliers](#), we have a supply chain compliance programme in place.

Suppliers must undergo a due diligence process before being added to our approved supplies list; this due diligence addresses compliance to the following:

- Supplier details and services provided
- Operations Capability
- Online Panel Management (if provided)
- Information Security
- Data Protection
- Quality Standards for Market Research (e.g. ISO 20252:2012)
- Local market research industry standards and codes of conduct
- Health & Safety
- Environment/Sustainable Procurement
- Corporate Social Responsibility
- Ethical Employment
- Equal Opportunities
- Modern Slavery Act
- Anti-Bribery

We also have a compliance team, which consists of involvement from the following departments:

- Legal and compliance
- Audit
- Human resources.
- Procurement

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## TRAINING

To ensure a high level of understanding of the risks of Modern Slavery in our supply chains and our business, we provide training to our staff. We also require our suppliers to provide training to their staff and suppliers.

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## FURTHER STEPS

Following a review of the effectiveness of the steps we have taken to ensure that there is no Modern Slavery in our supply chains, we intend to continue to take the following steps to combat it:-

- Vetting and investigation of our supply chain (contractors, sub-contractors, policies, contracts etc.).
- Continual audit & review of our practices (including checking all employees are paid at least the minimum wage and have the right to work).
- Encouraging the reporting of concerns and the protection of whistle blowers.
- Advocating and implementing a zero tolerance policy on Modern Slavery.

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**This statement is made pursuant to section 54(1) of the Modern Slavery Act 2015 and constitutes our slavery and human trafficking statement for the financial year ending December 2016.**



**Ivar Michaelsen**

**CCO – UK, Nordics and Baltics**

**Date: 6 March 2017**