



GfK Corporate Social Responsibility - UK

At GfK we recognise that our social, environmental and ethical conduct has an impact on our reputation. We therefore take our corporate social responsibility seriously and are committed to advancing our policies and systems across the Company to ensure we address and monitor all aspects of CSR that are relevant to our business. These include good ethical behaviour, concern for employee health & safety, care for the environment and community involvement.

GfK's Corporate Social Responsibility policy is supported by separate policies for: Environmental; Sustainability; Staff Training and Development; Anti-Harassment Policy; Equal Opportunities Policy and Health & Safety Policy.

Contents

1. Human Right, Labour Laws, Environment, Anti-Corruption	2
2. Ethical Statement for market research	3
3. Market research and children	4
4. Employee policy	5
5. Employee Assisted Programme (EAP)	5
6. Travel Assistance.....	5
7. GfK UK Works Council Representatives / Steering Committee Members	5
8. Charity Activities.....	6
9. Working in the Community.....	8

1. Human Right, Labour Laws, Environment, Anti-Corruption

By virtue of that established in relation to human rights, labour rules and environment protection in the UN World Pact, GfK commits to observe:

Human Rights

- Support and respect the protection of internationally proclaimed fundamental human rights, within their scope of influence
- Report any infringement of human rights they may come across

Labour Rules

- Businesses should endorse freedom of association and effective recognition of the right to collective bargaining
- The eradication of all forms of forced or coerced labour
- The abolition of child labour
- The elimination of discrimination practices regarding employment and occupation

Environment

- Businesses should uphold a preventive approach which benefits the environment
- Promote initiatives that encourage greater environmental responsibility
- Encourage the development and diffusion of environmentally friendly technologies

Anti-corruption Fight

- Businesses should work against all types of corruption, including extortion and bribery
- GfK declares to understand the scope of these ten principles and commits to endeavouring to respect them while undertaking to provide its services.

2. Ethical Statement for market research

These are the core principles of the Market Research Society's (MRS) Code of Conduct which are based upon the ESOMAR principles, the world association of market, social and opinion research (visit www.esomar.org for more details):

1. Market researchers will conform to all relevant national and international laws.
2. Market researchers will behave ethically and will not do anything which might damage the reputation of market research.
3. Market researchers will take special care when carrying out research among children and other vulnerable groups of the population.**
4. Respondents' cooperation is voluntary and must be based on adequate, and not misleading, information about the general purpose and nature of the project when their agreement to participate is being obtained and all such statements must be honoured.
5. The rights of respondents as private individuals will be respected by market researchers and they will not be harmed or disadvantaged as the result of cooperating in a market research project.
6. Market researchers will never allow personal data they collect in a market research project to be used for any purpose other than market research.
7. Market researchers will ensure that projects and activities are designed, carried out, reported and documented accurately, transparently, objectively and to appropriate quality.
8. Market researchers will conform to the accepted principles of fair competition.

3. Market research and children

Children are defined as in the National Code of Practice and/or National Legislation in the country in which the research is being conducted. In the UK Children are defined as those under 16 years of age and in Europe those under 14 years of age. As there is no recommended minimum age for research among children GfK will involve very young children directly in research only when this is necessary and appropriate to the particular project. Research with children/young people will only be conducted once the permission of a responsible adult has been gained.

The intention of the provisions regarding age is to protect potentially vulnerable members of society, whatever the source of their vulnerability, and to strengthen the principle of public trust. GfK follows the ESOMAR and MRS Code of Conduct when interviewing children and/or vulnerable people.

The main aim is:

- To protect the rights of children and young people physically, mentally, ethically and emotionally and to ensure they are not exploited
- To reassure parents and others concerned with their welfare and safety that research conducted under these guidelines is designed to protect the interests of children and young people
- To ensure good quality research
- To promote the professionalism and value of research - among children, young people and the wider public
- To protect the researcher and client from accusations of improper behaviour by publishing the necessary good practice required to meet their legal and ethical responsibilities

4. Employee policy

As evidenced by the support policies above, we recognise that our employees are our key business differentiator and this principle guides our decision making on how we approach the management of people, particularly during difficult economic times. The opportunity for our employees to raise questions, challenge and pass on their feedback is of critical importance to us. Recognising and celebrating the achievements of employees is an important part of our workplace ethos too.

5. Employee Assisted Programme (EAP)

Aviva Employee Assistance Programme is available to all permanent members of staff. It is a facility which provides reassurance, information and support for employees and their families on everyday issues (i.e., Health, Family, Money, Personal issues, etc). Importantly it is available at no cost to the employee.

6. Travel Assistance

At GfK All employees are given travel insurance for both business and leisure, which includes their immediate family members. For travel advice our risk management partner, International SOS,, is available to all employees so they may seek information about their destination before travel.

7. GfK UK Works Council Representatives / Steering Committee Members

The formation of the GfK SE Works Council (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.

8. Charity Activities

GfK Staff Charity Fund / Give As You Earn / Matched Giving:

In 2016 a new challenge was taken on by staff, the JP Morgan Corporate challenge – a 5.6km race in Battersea Park.

A number of GfK employees from across all areas of the business tackled the course, joining nearly 30,000 runners from 771 companies to compete over the two nights.

The next challenge is a 5km and 10km night time run in Battersea Park, with all profit from the event going to the to the [Mark Pollock Trust](#), a charity looking for cures to spinal cord injury.



During the Market Research Benevolent Association Fund Raising Week in October 2015 GfK contributed £1,518 to the fund by raising money across a number of activities. The MRBA raised a total of over £14,000 in one week.

The GfK Charity Committee has been in existence since our 50th Anniversary in 2007. In our 50th year we made an extra special effort to boost the Charity Fund and raised over £65,000 which was matched by GfK NOP and GfK SE to give a grand total of £134,000. In total to date we've raised almost £380,000.00 for charity.

How did we raise the money?

We raised the money, as usual, by a variety of means.

- Our marathon runners for Diabetes (UK) make us proud year-on-year
- The Macmillan Coffee Morning is always a success
- The Christmas Raffle raises money every year, thanks to fabulous prizes given by clients and suppliers
- Various raffles and quizzes and cake sales are held throughout the year

- Various other marathons, half marathons, cycle races and 22km walks and many other sporting achievements by members of staff contribute to our total

Who did we give the money to?

- | | |
|---|---------------------------------|
| • Alzheimer's Society | Back Up Trust |
| • Bobarth Children | British Heart Foundation |
| • Building A Future For Peruvian Children | Cancer Research |
| • Cardiac Risk in the Young (C-R-Y) | Children In Need |
| • Comic Relief | Cystic Fibrosis |
| • Diabetes UK | Farleigh Hospice in Chelmsford |
| • Great Ormond Street Hospital | Headway |
| • Macmillan Cancer Support | NSPCC |
| • Norwoods/Down Syndrome | Starlight Children's Foundation |

GfK continues to support a number of charities throughout each year.

Other forms of giving

- GfK allows employees to take the time out to meet their personal challenges when raising money for charity.
- GfK offers employees already donating to a charity the opportunity to switch to the GfK Give As You Earn (GAYE) scheme.
- We encourage GfK employees to take part in the NHS Blood Donor scheme which visits the local facility three times a year.

Community support

- Reading assistance at primary school in the Local Borough of Southwark
- School garden make-over initiative

9. Working in the Community

ALL: Active Local Links

This is a community organisation in Tower Hamlets that has been set up by mums at a local school in a relatively impoverished and underemployed part of the Isle of Dogs. There are a lot of activities going on in Tower Hamlets but many residents don't know where, when, or whether they can afford them. They also often lack confidence to attend. The Active Local Linkers connect people to information about what's going on around them for themselves or their families to go to, and help them to attend (for example by coming with them or raising funds). They also want to help people get into work.

The Active Local Links mums would like our support to help them carry out this work. They have great enthusiasm but many of them haven't had a chance to develop the sort of skills that would be really useful for this kind of work.

So, we provide people within GfK who are interested in volunteering in one or some of the following areas:

- Mentoring
- Presentation skills
- CV writing
- Spreadsheet skills
- Project planning
- Financial training
- Leadership skills
- General writing/ essay skills
- Marketing

Tower Hamlets Public Health team

This team within Tower Hamlets council seeks to improve the health of residents in the area. They use secondary research and conduct primary research studies to help best serve their residents. GfK has been offering junior members of the team training by allowing them to access our professional development sessions. GfK can also provide more ad hoc mentoring help on research design.

We can be really flexible about what individual volunteers would be doing, from being a mentor who meets with a mum every two weeks for an hour, to offering to design a flyer once every six months.