



Growth
from
Knowledge

GfK UK Corporate Social Responsibility

Statement and commitment of the GfK UK Companies to their corporate social responsibility

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1. Introduction

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 UK's Corporate Social Responsibility policy is supported by separate policies for: Environment and Sustainability; Staff Training and Development; Anti-Harassment Policy; Equal Opportunities Policy; Anti-Slavery and Trafficking Policy Statement and Health & Safety Policy

They should also be read in conjunction with the GfK Global Code of Conduct and Social Charter.

<http://www.gfk.com/about-gfk/about-gfk/>

2. GfK Global Corporate Social Responsibility

Please read in conjunction with the GfK Global Corporate Social Responsibility below, to which GfK UK is aligned, and that covers the following:

- UN World Pact
- Modern Slavery Act
- European Society for Opinion and Market Research
- Employees of GfK
- GfK SE Works Council
- Community involvement



In early 2020, GfK SE Group completed EcoVadis's comprehensive CSR assessment, winning the company a Bronze Medal and demonstrating the progress made by GfK in their commitment to Corporate Social Responsibility. The [GfK SE Group EcoVadis Rating Certificate 2020](#) can be found here.

3. Modern Slavery Act – [UK Policy Statement](#)

GfK U.K. Limited recognises that slavery and human trafficking remains a hidden blight on our global society. The aim of the Company is to identify our responsibility by alerting staff to the risks, however small, in our business and in the wider supply chain. Staff are expected and encouraged to report concerns to management, where they are expected to act upon them. This is supported by the GfK Global Code of Conduct, GfK Global Whistleblowing policy and GfK Global Social Charter, <https://www.gfk.com/about-gfk/about-gfk/>

We have a multi-disciplined supply chain to support us through the different aspects and provisions of our business. We are committed to ensuring that there is no modern day slavery or human trafficking in our supply chains or in any part of our business by undertaking due diligence of our suppliers before they are approved and added to our Approved Suppliers List.

Our Anti Slavery and Trafficking Policy Statement reflects our commitment to acting ethically and with integrity in all our business relationships and to implementing and enforcing effective systems and controls to ensure slavery and human trafficking is not taking place anywhere in our supply chains. This Policy takes into account, and supports, the policies, procedures and requirements documented in our Integrated Management System, compliant with the requirements of ISO 9001:2015 and ISO 20252:2012. The implementation and operation of this management system underlines our commitment to this policy statement.

Formal procedures concerning slavery and human trafficking have been established, including disciplinary procedures where they are breached. Additional procedures ensure that this policy is understood and communicated to all levels of the company, and that it is regularly reviewed by the Directors to ensure its continuing suitability and relevance to the company activities.

The Company will achieve these aims by our initiative to identify and mitigate risk in the following ways (But not limited to):-

- vetting and investigation of our supply chain (contractors, sub-contractors, policies, contracts etc.).
- continually audit & review our practices for 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.
- not knowingly support or deal with any business involved in slavery or human trafficking.
- zero tolerance to slavery and human trafficking. We expect all those in our supply chain and contractors comply with our values. To ensure a high level of understanding of the risks of modern slavery and human trafficking in our supply chains and our business, we provide training to relevant members of staff.

4. Ethical Statement for market research

These are the core principles of the UK 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. Ensure that their professional activities can be understood in a transparent manner.
2. Be straightforward and honest in all professional and business relationships.
3. Be transparent as to the subject and purpose of data collection.
4. Ensure that their professional activities are not used to unfairly influence views and opinions of participants.
5. Respect the confidentiality of information collected in their professional activities.
6. Respect the rights and well-being of all individuals.
7. Ensure that individuals are not harmed or adversely affected by their professional activities.
8. Balance the needs of individuals, clients, and their professional activities.
9. Exercise independent professional judgement in the design, conduct and reporting of their professional activities.
10. Ensure that their professional activities are conducted by persons with appropriate training, qualifications and experience.
11. Protect the reputation and integrity of the profession.
12. Take responsibility for promoting and reinforcing the principles and rules of the MRS Code of Conduct

GfK UK is a Company Partner of the Market Research Society and GfK Group is a Corporate Member of ESOMAR.

5. 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

6. 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.

7. Employee Assisted Programme (EAP)

LifeWorks 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, Career, Money, Personal issues, etc). Importantly it is available at no cost to the employee.

8. Travel Assistance

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.

9. Supporting EU Employees in the UK

GfK UK has brought in external Legal Advisors, Pinsent, to provide guidance throughout the Brexit process to EU employees currently working in the UK organisation, and answer any personal questions they may have.

10. International Women's Day, 8th March 2019

Under the motto #GfKWomenConnect, eleven GfK sites including GfK UK took part in celebrating women around the globe. Mainly women, but also men met at the International Women's Day meetings and discussed how work and private life can #BalanceforBetter. The main purpose was to discuss what the challenges for women in her daily work and private life are and how difficult situations could be resolved or improved.

This also introduced the GfK UK Women's network - Fast Forward, inspiring women at GfK to influence change. This initiative aims to support, encourage and champion a diverse and inclusive GfK, to help women achieve their career goals and to help close the Gender Pay Gap.

11. Charity Activities

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

The GfK Charity Committee has been in existence since our 50th Anniversary in 2007 and has raised over £380,000 for charity.

Some recent fundraising includes:

Market Research Benevolent Association (MRBA)

The MRBA is an independent charity which in complete confidentiality provides grants and interest free loans for anyone who has worked in the Research sector for 2 years who finds themselves in financial distress or otherwise fallen on hard times. For their 40th Anniversary Fundraising Week in October 2018, GfK UK raised a total of £673.00 through a Cake Sale and a raffle. The charity is run by volunteers from the market research industry and funded by market research-related organisations

BBC Children In Need

The Charity Committee in Woking planned lots of fun activities for BBC Children in Need in 2018 including a Duck Race sweepstake, quiz, bake sale and wearing something spotty or yellow for Pudsey! Raising a whopping £303 for Children in Need.



National Christmas Jumper Day

On 14th December 2018 the GfK Wellbeing Team in Woking raised over £50.00 by wearing their Christmas attire for National Christmas Jumper Day and supported Save the Children and Education Partnerships Africa.

Wellchild

In March 2019 a cake sale in Canary Wharf and the sale of tickets for a gymnastics display raised £355.00 for WellChild and will raise more by taking part in the London Marathon this year. WellChild helps children and young people who are living with serious illness or exceptional health needs across the UK, helping them to have the best chance to thrive.

Various Pub Quizzes throughout the year in Woking have raised over £200 for charities including Woking Mind, a local mental health charity which offers support and advice on mental health issues.

How else did we raise 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

GfK continues to support many local charities, as well as the more well-known, including:

- British Heart Foundation
- Alzheimer's Society
- Cancer Research
- Comic Relief
- Great Ormond Street Hospital
- NSPCC

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.

12. Wellness & Social at GfK

*“Initiative aimed at providing opportunities to GfK staff to enhance and manage their **physical, mental and social** wellbeing at work through a wide variety of **staff-led** activities, information sharing and support; backed by GfK management.”*

Socials

- Summer social
- Smaller scale all-staff socials e.g. pub quiz, games night
- Wind Down Fridays
- Sports Day / Rounders / BBQ

Mental Health

- Spaces to relax, e.g. wellness room
- Resources e.g. external speakers, leaflets
- Events e.g. mental health awareness week
- Stress & Resilience Q2 2019
- Managing your Work Style to Reduce Stress Q3 2019
- 10 Ways to Overcome Overload Q4 2019
- Line Manager Mental Health Awareness training

Physical Health

- Sports team fund
- Gym partnerships e.g. free gym week, membership deals
- Health MoTs
- Sports Day / Rounders / BBQ

13. Working in the Community

CANARY WHARF: Active Local Links

- Helping locals in Tower Hamlets find work

WOKING: Woking Mind

- Supporting people who need on-going mental support to provide support, understanding and activity

Help in the Community

Previously organised by Active Local Links, GfK have partnered with Cubbitt Town Community House in order to help locals from the Tower Hamlets borough back into work. The Isle of Dogs is a particularly impoverished area within Tower Hamlets and the majority of people we work with have not been in England very long and are currently going through ESOL (English for Speakers of Other Languages).

We work with the head of the community centre, to set up monthly sessions that cover CV writing and workshops on using emails, filling in application forms, interview skills and confidence building. We also run a mentoring scheme alongside this to provide one-to-one guidance and support to the locals to assist them in their job search. From picking out the skills that they already have and developing others that they would need for their desired occupation. We have seen great progress in some of the parents in the past year, with many of their skills progressing as their confidence and English ability improves.

Woking Mind

GfK lead monthly (and sometimes bi-weekly) current affairs session for Mind members at the Mind headquarters, helping them get involved and engaged in what is happening in the UK and wider world. This year will be the 40th anniversary of Mind as well so GfK are looking to set up some sponsorship and fundraising within the GfK to celebrate this and developing our involvement with the charity on the volunteer side as well.

GfK Global Corporate Social Responsibility Policy

Statement and commitment of the GfK Group to its corporate social responsibility

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1 Introduction and purpose

GfK's mission is to help our clients to grow through knowledge. GfK also recognizes that our business conduct has an influence upon the society, environment and industry in which we operate. We therefore take our corporate social responsibility (CSR) seriously and take measures to ensure we address and monitor all aspects of CSR that are relevant to our business. These particularly include ethical behavior, concern for employee health and safety, environmental awareness and community involvement.

This GfK Global Corporate Social Responsibility Policy reflects our Corporate Values and should also be read in conjunction with the [GfK Code of Conduct](#) and [GfK Social Charter](#).

2 Where does this Policy apply?

This Policy applies to all entities of the GfK Group.

3 Policy

In addition to the GfK Code of Conduct and the GfK Social Charter, the below commitments are supported by the following internal GfK policies:

- GfK Global Anti-Fraud & Theft Guideline
- GfK Global Antitrust & Fair Competition Guideline
- GfK Global Corporate Giving Guideline
- GfK Global Gifts, Benefits, Anti-Bribery & Corruption Guideline
- GfK Global Sanctions & Trade Restrictions Guideline
- GfK Global Whistleblowing Guideline

3.1 UN World Pact

By virtue of the UN World Pact, GfK declares to understand the scope of the below principles and commits to endeavoring to respect them while undertaking to provide its services.

Human rights

- Support and respect the protection of internationally proclaimed fundamental human rights, within their scope of influence
- Report any infringement of human rights known to GfK

Labor rules

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

Environmental protection

- Seek to 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

- Work against all types of corruption, including extortion and bribery

3.2 Modern Slavery Act

GfK recognizes that slavery and human trafficking remains a hidden blight on our global society. The aim of the Company is to identify our responsibility by alerting staff to the risks, however small, in our business and in the wider supply chain. Staff are expected and encouraged to report concerns to management, where they are expected to act upon them.

We have a multi-disciplined supply chain to support us through the different aspects and provisions of our business. We are committed to ensuring that there is no modern day slavery or human trafficking in our supply chains or in any part of our business.

The Company will achieve this aims by our initiative to identify and mitigate risk by (but not limited to):

- vetting and investigation of our supply chain (contractors, sub-contractors, suppliers, vendors, policies, contracts etc.);
- continually auditing and reviewing our practices for 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 whistleblowers;
- not knowingly supporting or dealing with any business involved in slavery or human trafficking; and
- having zero tolerance to slavery and human trafficking.

We expect our suppliers comply with our values. This is supported by the Code of Conduct for GfK Suppliers.

3.3 European Society for Opinion and Market Research

GfK is a member of the European Society for Opinion and Market Research (ESOMAR) and has agreed to abide by the voluntary industry standards, set by the ESOMAR. The core principles of ESOMAR are laid out by the ICC (International Chamber of Commerce) and ESOMAR in the ICC/ESOMAR International Code

GfK recognizes the need for particular care when conducting research involving children and/or vulnerable people and follows the ICC/ESOMAR International Code in conducting such research. Children are defined according to the applicable legislation in the country in which the research is being conducted. 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 aims to:

- protect the rights of children and young people physically, mentally, ethically and emotionally and ensure they are not exploited;

- 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;
- ensure high quality research;
- promote the professionalism and value of research – among children, youth and the wider public; and
- protect the researcher and client from accusations of improper behavior by publishing the necessary good practice required to meet their legal and ethical responsibilities.

3.4 Employees of GfK

GfK recognize our employees as one of its greatest assets and as its key business differentiator. This principle guides decision-making on how we approach the management of people, particularly during difficult economic times. The opportunity for our employees to raise questions and concerns, as well as challenge and pass on feedback is of critical importance to us. Similarly, recognizing and celebrating the achievements of employees is an important part of our workplace ethos.

To reinforce positive employee initiatives, GfK has concluded numerous company agreements with the GfK SE Works Council.

3.5 GfK SE Works Council

The formation of the GfK SE Works Council (SE WC) brings together employee representatives from the different European countries in which GfK operates in. In total, there are 22 delegates from across 20 European countries.

The SE WC was established in 2008 and constituted in 2009. Each SE WC member is elected for 5 years according to national legislation. 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.

3.6 Community involvement

GfK recognizes the positive impact of community involvement on society and encourages the establishment and involvement of GfK in local initiatives and projects, such as in the areas of asylum relief, education, environment, health, sports and youth development.

4 Contact

Please direct any questions about this Policy to ethicsandcompliance@gfk.com or public.relations@gfk.com