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GfK UK - Slavery & Human Trafficking Statement – Financial Year End 2021 11/01/22

INTRODUCTION

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

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

OUR STRUCTURE

We are a part of the GfK Group, and our ultimate parent company is GfK SE. GfK SE has its head office in Germany.

Financial details for the UK Companies can be found here: <https://beta.companieshouse.gov.uk/company/02512551> and <https://beta.companieshouse.gov.uk/company/02450463>

OUR BUSINESS & OUR SUPPLY CHAINS

We at GfK have more than 85 years of experience in combining data and science to help clients make the right business decisions.

We serve customers in the UK and around the world. Our customers are individuals, public bodies, charities and companies ranging from international to small business. Using innovative technologies and data sciences, we turn big data into predictive analytics, enabling our clients to improve their competitive edge and enrich consumers’ experiences and choices.

We buy a vast range of things, from data collection 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 data collection 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.

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 [GfK Code of Conduct](#) 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.

HOW WE CHECK COMPLIANCE WITH OUR STANDARDS

We have in place a number of processes and systems 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 22 delegates representing our colleagues 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 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 and the GfK Global Tolerance and Respect guideline sets out expectations and requirements for a working environment that is free of harassment, discrimination and bullying. The Employee Consultation Forum in the UK exists for the purpose of collectively consulting with employees when this is legally required. Regular question and answer sessions will be held in public with employees in the UK where issues can be discussed and concerns raised.

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 we have in place a supply chain compliance programme.

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

- Supplier details and services provided
- Online Panel Management (if provided)
- Information Security
- Data Protection / EU General Data Protection Regulation or UK equivalent
- 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

TRAINING

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 compulsory training to our staff on our Code of Conduct. We also require our business partners to provide training to their staff and suppliers and providers.

FURTHER STEPS



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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 steps to combat it including (but not limited to):

- 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.
- Maintaining a zero tolerance policy on Modern Slavery.

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 2020.

This Statement will be reviewed at least annually and made available on our website and is supported by the GfK UK Leadership Team.

A handwritten signature in black ink, appearing to read 'A. Norman', is written over a light grey horizontal line.

Anthony Norman, General Manager

Date: 11 January 2022

GfK Financial Statements are available at Companies House
[GfK U.K. Limited](#)
[GfK Retail & Technology UK Limited](#)