



Coty Responsible  
Marketing Policy & Principles

**COTY**  
SINCE 1904



## **Our Policy Commitment**

At Coty, we believe our brands have an important role to play in challenging beauty stereotypes and championing individuality and self-expression. Responsible marketing is an important reflection of Coty's beliefs and principles for its brands.

Coty is committed to respecting the integrity of all cultural, social, religious, and ethnic groups. When drawing inspiration, we will take steps to ensure our marketing shows sensitivity and awareness and is created with support from, and in cooperation with, relevant stakeholders.

Our Responsible Marketing Principles are inspired by the International Chamber of Commerce (ICC)'s Advertising and Marketing Communications Code, while we also comply with local regulation in all the markets we operate in.

Our Responsible Marketing Principles and supporting Playbook apply to all Coty employees and are available via our internal Sharepoint.

## **Our Responsible Marketing Principles**

**Coty is committed to the responsible marketing of brands and products to all consumers in every geography in which we operate\*.**

This policy applies (but is not limited) to TV, radio, print, cinema, online (including company-owned websites), DVD/CDROM, direct marketing, product placement, interactive games, outdoor marketing, mobile, SMS marketing (including third party, social media, corporate and brand-owned websites), packaging, instore and point of sale. Forms of marketing communications which are not under Coty's direct control are not covered by this policy.

It applies to all Coty's owned brands and, where possible, our licensed brand partnerships. The brand equity of our licensed brands is owned by our licensors. This means that the licensor has final approval of our advertising and communication content. In addition, Coty partners and finds synergies with our licensors on how and where we advertise.

**We will ensure our advertising and data collection is RESPONSIBLE by\*:**

- Producing honest advertising that accurately represents our products and only makes claims that have been substantiated.
- Respecting and adhering to all applicable marketing and data protection laws and regulations in every market in which we operate.
- Respecting the right to data privacy, including restricting the collection and use of customer data to only those over the age of 13.
- Placing our advertising in an environment that does not perpetuate negative social issues (self-esteem, shaming, exploitation etc.) and reflects the positive and diverse image of our brands.
- Avoiding the direct marketing of our products to children under the age of 16 through paid media placements.
- Participating in promotional partnerships that create positivity / natural extensions of the beauty category.

**We will celebrate and reflect the DIVERSITY of our societies, through a more INCLUSIVE expression of beauty by\*:**

- Selecting models, influencers and partners who reflect the full diversity of beauty in our societies - including all genders, races, backgrounds, abilities, ages, sexual orientation, and body types.

- Minimizing the use of photoshop or photo editing to alter permanent features or body shape of models for Coty-owned brands, and collaborating with our fashion house partners to meet this same standard.
- Using models and paid influencers who are over the age of 16.
- Encouraging influencers to celebrate their own diversity in representing our Brands, with consideration for respect, tolerance, and inclusion.
- Respecting the dignity of all cultural, social, religious, and ethnic groups. When drawing inspiration, we will take steps to ensure our marketing shows sensitivity and awareness and is created with support from, and in cooperation with, relevant stakeholders.
- Ensuring our content is accessible - removing barriers to communication and interaction - and in accordance with all applicable accessibility laws where we operate (websites, owned social & paid environments).
- Limit use of non-domesticated animals or animals with cultural or religious sensitivity in our advertising.

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