

Enhancing customer experiences and business partnerships

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Our commitment

We will treat our customers fairly and professionally to deliver good quality customer service based on trust and credibility. We will also work with our customers to ensure they understand how to use our products and services safely and responsibly.

We will maintain dialogue with regulators, consumer and industry organisations and relevant not-for-profit organisations to inform our decision-making and ensure that we provide innovative products and services that are relevant to the markets in which we operate.

We will disseminate these principles to our business partners – including sub-contractors, suppliers and joint venture partners – and will seek to promote their application throughout our supply chain.

Delivering excellent service

In our highly competitive markets, an important factor that differentiates one company from another is customer service. We all have a responsibility to:

- understand the individual needs of our customers and be helpful, friendly and polite

- try to resolve queries and complaints in a way that satisfies our customers
- complete anything we promise to do for a customer

Not only do we aim to provide excellent customer service, but also to deliver it profitably, recognising our commitment to our shareholders. We must strive to anticipate our customers' needs and promptly correct any mistakes we make. We aim to give value for money and provide efficient and effective products and services.

Advertising, sales and promotional activities

Demonstrating fairness and integrity allows us to protect and enhance our reputation with customers, business partners and wider stakeholders. We must not include any false or misleading information in our advertising to promote and sell our products and services. All advertising, sales and promotional communications to customers and potential customers must be accurate and truthful.

We seek to comply with all relevant laws and regulations in relation to our advertising, sales and promotional activities. All advertising, sales and promotional material must be formally approved by the Legal department before it is published. For further details, please contact your Legal department.

Customer privacy and data protection

As part of your role, you may have access to confidential information about customers or business partners. It is very important that you keep information secure and any information that you have must be used carefully and passed on only to those colleagues who are entitled to receive the information for a genuine business purpose.

If you have any questions about customer privacy or data protection, please contact the Privacy Unit (Privacy Officer in North America), go to the Data Protection Community on the intranet or refer to the Privacy Policy.

Customer privacy

It is very important that we keep information secure. You must make sure that you protect all confidential information.



Working with suppliers and other business partners

Our business principles and guidelines apply to all our majority-owned business dealings and transactions in all countries in which we or our subsidiaries and associates operate. Where we only have a minority interest we will encourage our business partners including contractors, suppliers and joint venture partners to respect our business principles.

We aim to uphold our business principles in our supply chain through our responsible procurement system. This includes a Responsible Procurement and Supplier Management Policy that details our commitments as a company, a set of corporate responsibility clauses that are included in supplier contracts and a Procurement and Corporate Responsibility Policy to which suppliers must adhere.

We encourage suppliers and business partners to work with us to embed responsible business practices. If you are involved in selecting suppliers and business partners, you should use our business principles and the Responsible Procurement and Supplier Management Policy as the basis for due diligence research and analysis.

If you manage relationships with suppliers or business partners, please make sure that they are aware of our business principles, the Responsible Procurement

and Supplier Management Policy and the operating standards we expect. You should also monitor your supply chain relationships in line with our principles and take appropriate action if you find any cases where our business partners or suppliers are failing to meet our standards.

If you have any concerns about ethical issues in our supply chain, please contact your line manager or the Group Procurement and Supplier Management department.

Contracting and procurement

Our policy is to formalise all agreements in writing. You may enter into agreements in line with the level of authorisation your line manager has given you or in accordance with the Delegation of Authority and Decision Making Policy (North America). You should get the support of your Legal department or Group Procurement and Supplier Management department to make sure you have prepared the necessary documents in accordance with Group guidelines. If you do not have an authorisation level, you must not enter into any agreement on the company's behalf.

Further information:

- Group Procurement Policy
- Group Responsible Procurement and Supplier Management Policy

