

Our Commitment to Ethical Marketing and Responsible Advertising

At our company, we believe that trust is earned through truth. This statement outlines our commitment to integrity and transparency in all our marketing and advertising, including on social media.

Our Guiding Principles

- **Honesty and Transparency:** We are committed to being truthful in our communications. All claims about our products or services are accurate, verifiable, and free from misleading statements.
- **Respect for Privacy:** We handle personal data in accordance with applicable data protection laws and process it only on lawful bases, including consent where required.
- **Inclusivity and Diversity:** We avoid content that disparages, stereotypes, or discriminates against any group, and aim to reflect the diversity of society in a respectful manner.
- **Social Responsibility:** We avoid promoting harmful behaviors or unfairly targeting vulnerable populations. We are committed to using our platform responsibly and contributing to positive social and environmental outcomes.

Our Practices

To uphold these principles, we have implemented internal procedures, including:

- **Claim Substantiation:** Every marketing claim is reviewed and supported by evidence. Where substantiation is not available, such claims will not be made.
- **Environmental and Sustainability Claims:** We are committed to ensuring that such claims are supported by credible data, certifications, or documentation. Where relevant, we will clarify whether claims refer to the full product lifecycle or only certain components or processes. We will avoid presenting compliance with law or industry standards as a unique achievement and will take corrective action if any communication falls short of these standards.
- **Use of Eco-labels or Seals:** Only nationally or internationally recognized and valid certifications will be referenced; we will not use unverified visual cues or fictitious marks.
- **Clear Disclosure:** Paid advertising, sponsored partnerships, and endorsements will be clearly identified.

- **Ethical Social Media Use:** We will use appropriate tags to distinguish sponsored content and will take reasonable steps to foster a respectful online community. We will act promptly against hate speech or harassment on our channels when it comes to our notice.

Accountability

We are dedicated to responsible corporate conduct. A grievance redressal mechanism has been established to review complaints related to marketing or advertising. Concerns can be raised at info@metrobrands.com and we will address them promptly and transparently.

Regulatory Commitment and ESG Disclosure

We will progressively extend these practices to relevant suppliers and partners as part of our ESG reporting. All disclosures will be transparent, verifiable, and auditable, in line with regulatory requirements, stakeholder expectations, and industry best practices.