

# ETHICAL MARKETING POLICY

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**BIRGER CHRISTENSEN  
ETHICAL MARKETING POLICY**

Fashion has been known to contribute to unrealistic and unhealthy beauty and body ideals, especially for young people. Its marketing practices are also often challenged due to their lack of transparency and honesty, especially on sustainability claims.

Birger Christensen collective (BCC) wants to be part of the positive change towards more ethical marketing practices in fashion, aligned with our mission statement to empower women to change fashion for good.

As part of our overall sustainability goals, Birger Christensen Collective (BCC) is committed to provide genuine value and honest marketing content through its daily practices, across all our marketing operations.

**PURPOSE**

This policy outlines our commitment to ethical marketing practices and the processes we aim to follow to ensure its compliance.

**SCOPE**

This policy covers both our employees and our partners' activities across all segments of our marketing operations and towards all customers and partners. It includes but is not limited to campaigns photoshoots, fashion shows and events, as well as digital marketing activities... Every partner involved is required to follow it fully and our employees in marketing are given responsibility for its implementation and respect throughout all concerned activities.

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**1. COMMITMENT TO TRANSPARENCY & HONESTY**

We commit to honesty in our marketing operations.

**No dishonest tactics**

BCC commits to never use false advertising strategies to spread unrealistic or misleading image of our brands or our products, whether through:

- Exaggeration of the properties of a product, or
- Selection of data or words that withhold negative information.

We commit to never use fake or overly doctored user, customer, employee, or partner-based contents.

**No impact washing.**

BCC commits to never exaggerate the positive impact of our initiatives, or products to benefit from a “feel good” marketing effect, whether through:

- Exaggeration of numbers, claims or initiatives that don’t represent the overall outcome or that can not be supported by evidence.
- Claiming or making promises that we know we cannot keep, or that are purely for marketing purposes and not implemented in our sustainability strategy.
- Selection of data or words that withhold negative information and aim to distract from other negative outcomes.

We commit to communicate in transparency about the social and environmental impact of our products and activities, and to review our daily marketing activities with the help of sustainability expert, whether internal or external, to ensure we are not engaging in impact washing.

**2. COMMITMENT TO FAIR & DIVERSE REPRESENTATION OF BEAUTY**

We wish to promote diversity and healthy habits through the selection of models that represent our customers in their beautiful and multifarious characteristics: age, ethnicity, ability, gender, religion, sexual orientation, socio-economic status, size, etc...

**Design to represent.**

BCC commits to developing collections that consider diversity from design, and to working on inclusive fitting options either through garment optimization or through the diversity of shapes, fabrics, sizes and fit made available in the collections. We wish to embrace all body types but also to align with the freedom of our customers to expose or hide their curves as they please.

**No one fits in a box**

Identity and diversity are a spectrum, and we refuse to be the one deciding if someone is diverse enough, rather we celebrate all diversity and aim to provide an equally diverse representation of under-represented groups.

**Recruit diverse and healthy models.**

BCC commits to selecting models from various ethnicities, skin color, hair type, and beauty types to represent the beautiful diversity of humanity in each of our photoshoots and events.

We wish to favor healthy lifestyles for our customers, and we commit to selecting our models based on various but healthy body types. In accordance with the Danish ethical fashion charter, we collect mandatory health checks for all models

under 22. We reserve the right to ask for a complementary health check if our team members express concern about a model’s behavior or body measurements. For all models hired in Denmark, we only accept health checks carried out by the Danish Association against Eating disorders and self-harm. For international models working outside of Denmark, we accept health checks following the standardized Eating Disorder Examination.

All our models must be 16 years old minimum.

**Capacity to reveal the beauty of diversity.**

BCC commits to work with beauty partners (hair, make-up) that can provide their teams with the necessary skills and products backstage, to work with all skin colours and hair types, as well as to consider any preferences in terms of, e.g. religion of our models.

**3. COMMITMENT TO RESPECTFUL BEHAVIOR TOWARDS MODELS & PARTNERS**

The fashion industry is fast and can easily disregard the needs of models under the pressure of time. All models should be respected and BCC commits to ensuring its marketing activities offer decent working conditions, whether through:

**No unhealthy working conditions**

For every job lasting longer than 2 hours, employees, partners, and models must be offered healthy food and drink options. All partners and models waiting in line must be offered a seating option and breaks during work. In respect with the Danish employment law, no work session should last more than 12 hours per day.

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**Respectful behavior**

BCC commits to setting the example by speaking nicely to one another, internally, and with our partners and external help. We show no tolerance to bullying or any aggressive behavior.

We respect one another's (including models') personal, physical, and psychological boundaries, and confirm consent when our work requires to touch the model's body.

**Work deserves pay.**

BCC commits to always paying models for their work.

**4. COMMITMENT TO CULTURAL SENSITIVITY IN CREATIVE WORK**

We are aware that campaigns and collections imagery can be perceived in various ways, from one country, or one community, to another. BCC commits to increasing its teams and partners' awareness, cultural sensitivity, and inclusiveness, and to including underrepresented communities we wish to support in the elaboration and realization of its campaigns.

**No savior complex.**

When working on a support initiative with an underrepresented community, BCC commits to first engaging with said community on its real need. It is important for us to acknowledge that complex issues have multiple causes and solutions, that as marketers we must humble ourselves and commit to listening before building initiatives or campaigns. Dignification and empowerment of the said community is essential to set boundaries and ensure that

we do not, in fact, reinforce the system of oppression, through this partnership.

**No stereotypication or cultural appropriation**

BCC commits to not develop or use stereotypical images, to generate an emotional response or drive engagement. Misrepresentation or simplification have a high risk of dishonoring and disempowering the real people and communities, by reinforcing the stereotypes they are victims of.

BCC commits to not using a community's customary beliefs, social forms, and material traits without authority or right.

We commit to engaging with communities and to seeking feedback on the appropriateness and sensitivity of marketing content via surveys, focus groups, or interviews.

**5. COMMITMENT TO PERMISSION-BASED & ETHICAL DIGITAL MARKETING**

Digital marketing growth and fierce competition towards customers' attention has generated multiple abuse and overloads our target groups with unrequested content.

BCC commits to use respectful, lawful, and measured digital marketing, whether through:

**Focusing on valuable and honest content**

We refuse to use manipulative and unethical practices using content or technical manipulation. BCC commits to creating content that is of value and interest for its customers and partners, and refuses to engage in dishonest or inaccurate claims. When developing videos, online resources, social media posts, etc., BCC commits to work towards

maximizing the depth and interest of the content it develops.

**Being GDPR compliant**

BCC commits to respecting laws and regulations that protect the privacy and ownership of personal data. We train all teams managing personal data on a yearly basis, and implement a strict policy, accessible to all employees in our handbook.

**Opting in**

BCC commits to ensure digital marketing is based on permission from its customers and target groups.

**6. IMPLEMENTATION OF OUR COMMITMENTS**

To implement and demonstrate progress toward our commitments, BCC has designed a series of questions that all employees and partners of BCC should ask themselves during marketing strategy planning and executions:

- Are we communicating our products or brands value without exaggeration or mislead?
- Are we using a language that is transparent and understandable by all, with no risk of exaggeration or mislead?
- Are we accurately quoting our customers, partners, and team when we share a review or a testimonial?
- Did we receive internal pressure to communicate dishonest information from someone with a leadership role in the company?

**Monitoring:**

We expect ethical marketing practices to

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continue to evolve along with the new technologies and the occurrence of abuses and scandals. The line that separates ethical from unethical marketing practices can shift rapidly and we will continue to monitor the state of the field across different marketing channels and tactics and update our practices accordingly.

**Reporting and communication:**

On an annual basis, we transparently share progress toward meeting our policy commitments following the reporting guidance of the Accountability Framework.

In addition to our company-level systems and practices, we partner with others to increase the effectiveness of our actions and accelerate progress toward achieving our goals.

**7. CONSEQUENCES OF NON-COMPLIANCE**

Each of our partners is expected to comply with those rules at every step of the partnership. Any reprehensible behavior or/and failure to comply will be considered as a breach in the contract and can result in the immediate suspension of the partnership.

Our employees are responsible for enforcing those rules and reporting potential or proven non-compliance.

Failure to do so can result in disciplinary action, and might resolve it by contacting the law enforcement authorities, if applicable.

**APPROVAL AND IMPLEMENTATION**

This policy is effective upon approval by the CEO. All employees are expected to adhere to and support the implementation of this policy.