Hailer Policy Handbook

Code of Ethics Policy

At Hailer, we strive to be a responsible and ethical marketing agency that upholds the highest standards of integrity, transparency, and environmental consciousness. As a company committed to social and environmental responsibility, we have crafted this Code of Ethics to guide our work, ensure we meet the highest standards of compliance, and operate with the utmost respect for both people and planet. This policy reflects our core values, ethical principles, and commitment to creating positive social impact through responsible marketing.

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1. Core Values

We are committed to providing honest, accurate, and transparent promotional materials that uphold the integrity of our clients and the communities we serve. Our marketing campaigns are designed with the aim to:

- Never mislead or deceive consumers through false or exaggerated claims.
- Prioritise social and environmental impact in every campaign, considering its long-term consequences.
- Promote responsible consumption, encouraging choices that are sustainable, ethical, and socially beneficial.

We recognize the responsibility we have in shaping consumer behaviour and will work towards promoting practices that contribute to the well-being of people and the planet.

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2. Compliance with Laws and Regulations

We uphold all applicable laws, regulations, and industry standards in every aspect of our work. This includes:

- Ensuring full compliance with consumer privacy and data protection laws, including GDPR and other relevant regulations.
- Adhering to all local, national, and international laws that govern marketing practices, advertising standards, and consumer protection.
- Remaining transparent about our processes and the use of any client data, ensuring all activities are lawful and in the best interest of our clients and consumers.

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3. Conflict of Interest

We will evaluate each new client engagement with the highest level of integrity, ensuring that there are no conflicts of interest that could compromise the objectivity or fairness of our work. In particular, we will:

- Avoid situations where our interests or relationships could unduly influence business decisions or marketing strategies.
- Ensure that any potential conflicts of interest—whether personal, financial, or professional—are disclosed and resolved before proceeding with a project.
- Consider the environmental consciousness of prospective clients and avoid partnerships that are misaligned with our sustainability values.

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4. Fair Competition

We believe in fair competition and ethical business practices that promote healthy markets and consumer choice. As part of our commitment to fair competition, we will:

- Engage in marketing activities that are truthful, non-deceptive, and based on merit.
- Refrain from engaging in unethical practices, such as misleading advertisements, false representations, or predatory tactics.
- Avoid manipulating market conditions or harming competitors in ways that violate ethical principles or create unfair advantages.

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5. Anti-Bribery and Corruption

We have zero tolerance for bribery, corruption, or any other illegal or unethical practices. Our commitment to anti-bribery includes:

- Prohibiting any form of bribery or corrupt behaviour in relation to our clients, suppliers, partners, or employees.
- Ensuring that all business transactions are conducted with integrity, and that any gifts, hospitality, or benefits offered or received are appropriate, legal, and transparent.
- Reporting any concerns related to bribery or corruption in accordance with our whistleblowing policies.

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6. Respect and Diversity

We are committed to promoting a work environment that is inclusive, diverse, and respectful. This means:

- Fostering a culture where all employees, clients, and stakeholders are treated with dignity, respect, and fairness.
- Upholding zero tolerance for discrimination, harassment, or bias in any form, based on race, gender, age, religion, sexual orientation, disability, or any other characteristic.
- Promoting diversity within our workforce and in the content we create, ensuring that our marketing efforts reflect the diverse communities we serve.

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7. Financial Integrity and Reporting

We are committed to maintaining the highest standards of financial integrity in our operations. This includes:

- Maintaining accurate and up-to-date financial records that accurately reflect our operations and transactions.

- Ensuring all financial reports are in compliance with applicable accounting standards, laws, and regulations.
- Having our financial records independently audited to provide transparency and assurance that our business is operating ethically and within the law.

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8. Intellectual Property and Copyright
We respect intellectual property and copyright laws, understanding that creative work is valuable and must be protected. We will:

- Strictly respect and uphold the intellectual property rights of our clients, partners, and third parties.
- Never use, reproduce, or distribute any copyrighted materials without proper authorisation.
- Ensure that our marketing campaigns, designs, and content are original, properly licensed, or used with appropriate permissions.

Local Commitment Policies

Local Client Commitment Policy

At the heart of our business is a deep-rooted commitment to the Cornish community. As a locally based marketing company, we pledge to dedicate at least 75% of our client work to businesses, organisations, and individuals within Cornwall. We believe that by prioritising local partnerships, we can play an active role in strengthening the region's economy, creating opportunities for growth, and supporting those in areas of economic deprivation. Our mission is not only to provide high-quality marketing services but also to contribute meaningfully to the long-term sustainability and resilience of Cornwall's business landscape. By focusing our efforts locally, we aim to keep skills, investment, and innovation within the community we call home.

Supplier Policy

At Hailer, we are committed to fostering strong relationships with our suppliers, primarily focusing on freelance professionals from our local community in Cornwall. As a small marketing business, we believe in supporting our economically deprived area by prioritizing local talent and services whenever possible. We formally commit to purchasing from at least 50% local suppliers (defined as within the TR and PL postcodes of Cornwall). We formally commit to give preference, wherever possible, to individuals form underrepresented groups. Hailer aims to offer regular work to freelancers in order to foster income and security. This not only strengthens our local economy but also aligns with our values of sustainability and community development.

For goods and services that cannot be sourced locally, such as office and janitorial supplies, we aim to procure environmentally preferred alternatives. This includes selecting non-toxic cleaning products, soy-based inks, and bleach-free paper products, to reduce our environmental impact. We encourage all our suppliers to adopt sustainable practices where applicable and to help us further our commitment to both the local economy and the environment.

Freelance Worker Policy

At Hailer, we prioritise fostering strong, collaborative relationships with freelance workers, particularly those based in Cornwall. Whenever possible, we aim to engage local talent to help drive economic growth in the area. Freelance workers will be contracted on a time-bound basis, ensuring a level of security and the opportunity for a steady income. We are committed to providing regular, formal opportunities for feedback, allowing independent contractors to share their thoughts and suggestions, and we welcome ongoing open dialogue outside of these exchanges. In turn, we make it a priority to give feedback to freelancers at regular intervals during projects and after completion. We believe in fair compensation for all freelance work, with wages increasing over time based on performance and evolving skill levels.

Environmental Policy

At Hailer, we are committed to minimizing our environmental impact and contributing to a more sustainable future. As a small marketing business that rents office space and leases desk space to local workers, we strive to integrate eco-friendly practices into our daily operations. This policy outlines the steps we take to ensure our business operates responsibly, reduces waste, and uses resources efficiently.

1. Use of Environmentally Preferred Products

Hailer prioritizes the use of environmentally preferred products across all aspects of our operations. This includes, but is not limited to:

- **Office Supplies:** All office supplies, such as paper, pens, notebooks, and printer ink, are sourced from vendors that provide eco-friendly and sustainable options. Where possible, products will be bought locally and made from recycled materials, and any new purchases will prioritize sustainable and low-impact alternatives.
- **Cleaning Supplies:** We use environmentally friendly cleaning products to maintain a clean and safe workplace. These products are non-toxic, biodegradable, and free from harmful chemicals that could affect our staff or the environment.
- **Drinks and Snacks:** For the desk spaces we lease, we provide refreshments that are ethically sourced and environmentally responsible. We prioritise vendors who offer organic, fair trade, and sustainably packaged items. Single-use plastic will be minimized, and reusable or compostable options will be provided when possible.

A list of approved environmentally preferred vendors is on file and can be accessed by all staff and freelancers working with us. This list will be reviewed regularly to ensure our sourcing practices remain in line with our environmental goals.

2. E-Waste Disposal

As technology continues to play a central role in our business, we recognize the importance of responsible disposal of electronic waste (e-waste). All e-waste, including computers, printers, phones, and other electronic devices, will be disposed of responsibly in accordance with local regulations and best practices.

- We will partner with certified e-waste recycling services to ensure that old electronics are disposed of in an environmentally sound manner, with components being recycled or reused as much as possible.
- Employees and freelancers are encouraged to bring any personal e-waste to the office for proper recycling.

3. Communication of Environmental Policy

Hailer's environmental policy is shared with all freelancers and contractors who work within our space. We believe in fostering a community of like-minded individuals who are committed to sustainability, and this policy will be clearly communicated to anyone using our office or desk spaces.

- A copy of the policy will be available on the Hailer website and in the common areas of the office.
- Freelancers and contractors will be asked to acknowledge the policy upon starting their work with us to ensure full understanding and compliance.

We encourage all those who work with Hailer to suggest additional ways we can improve our environmental practices, fostering a collaborative approach to sustainability.

Commitment to Continuous Improvement

Hailer is committed to regularly assessing our environmental impact to ensure continuous improvement. On an annual basis, we will monitor and evaluate the effectiveness of our sustainability efforts, including waste reduction, resource consumption, and overall environmental footprint. Based on these assessments, we will set clear, quantifiable improvement targets for the following year. These targets will be publicly shared with our team, freelancers, and stakeholders to promote transparency and create accountability for our collective efforts in reducing our environmental impact. Through this process, we aim to foster a culture of responsibility and drive meaningful, measurable progress towards a more sustainable future.

Hailer is dedicated to continuously improving our environmental performance. We will periodically review this policy and seek new opportunities to reduce our ecological footprint. We will also monitor our progress and set clear, measurable goals to ensure that we are actively contributing to a healthier planet.

Together, we can make a difference. Thank you for your commitment to sustainability and helping Hailer be a greener, more responsible business.

Hailer Marketing Agency Data and Privacy Policy

At **Hailer**, we are committed to safeguarding the privacy and security of your personal data. This Privacy and Data Policy explains how we collect, use, disclose, and safeguard your personal data, in compliance with the General Data Protection Regulation (GDPR) (EU) 2016/679, and other applicable data protection laws.

By interacting with us, using our services, or visiting our website, you acknowledge that you have read and understood this policy. If you have any questions regarding the policy, please contact us at mat@hailer.media.

1. Information We Collect

We collect different types of data from clients, suppliers, and website visitors, which may include:

1.1 Personal Identification Information

- Name, email address, phone number, and other contact details.
- Company information (for business clients).
- Any other personal information you may voluntarily provide to us.

1.2 Technical Information

- IP address, browser type and version, time zone setting, operating system, and other technical data about your visit to our website.
- Cookies and similar technologies to enhance the user experience.

1.3 Data for Marketing Purposes

- We may collect information relevant to our marketing activities, such as feedback, preferences, or engagement with our content (e.g., clicks, opens, etc.).

2. How We Use Your Data

We use the data we collect for various purposes, including but not limited to:

2.1 Providing Services

- To provide our marketing services and fulfil contractual obligations with our clients.

2.2 Marketing and Communications

- To send you promotional materials, newsletters, offers, and other marketing communications (only if you've opted-in to receive them).

2.3 Improving Our Services

- To analyse website usage and trends to improve the user experience and tailor our services.

2.4 Legal and Administrative Purposes

- To comply with legal obligations, resolve disputes, and enforce agreements.

3. Legal Basis for Processing Your Data

Under GDPR, we process personal data only when we have a legal basis to do so. These include:

- **Contractual necessity**: We process data to fulfill our contractual obligations (e.g., providing services).
- **Consent**: For marketing communications, we will obtain your consent where necessary, which you can withdraw at any time.

- **Legitimate interests**: In certain cases, we may process your data based on our legitimate business interests, provided that such processing does not override your rights and freedoms.
- **Legal obligations**: When required by law, we may process your data.

4. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your user experience. Cookies allow us to collect information such as the type of device you are using, your location, and your browsing behavior. You can manage or block cookies through your browser settings.

For more detailed information, you can review our **Cookie Policy**.

5. Data Sharing and Disclosure

We respect your privacy and will not sell or rent your personal data. However, we may disclose your personal information in the following circumstances:

- **Service Providers**: We may share data with third-party service providers who assist in providing our marketing services (e.g., email platforms, CRM systems, etc.). These third parties are contractually obligated to protect your information.
- **Legal Requirements**: We may share data if required to do so by law, including to comply with a subpoena, legal process, or government request.
- **Business Transfers**: In the event of a merger, acquisition, or sale of assets, your data may be transferred as part of that transaction.

6. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements. After this period, we will securely delete or anonymize your personal data.

7. Your Rights Under GDPR

Under the GDPR, you have the following rights regarding your personal data:

- **Right to access**: You can request a copy of the personal data we hold about you.
- **Right to rectification**: If you believe your data is incorrect, you have the right to request correction.
- **Right to erasure**: You can request the deletion of your personal data under certain conditions (e.g., if the data is no longer necessary).
- **Right to restrict processing**: You can ask us to limit the processing of your data under certain circumstances.
- **Right to object**: You can object to the processing of your data, particularly if we are using it for direct marketing.
- **Right to data portability**: You can request a copy of your personal data in a structured, commonly used, and machine-readable format.

- **Right to withdraw consent**: You can withdraw your consent at any time, where we rely on consent to process your data.

To exercise these rights, please contact us at mat@hailer.media.

8. Security of Your Data

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, loss, misuse, or disclosure. However, please note that no data transmission over the internet is completely secure, and we cannot guarantee the security of your data.

9. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of such websites. We encourage you to review their privacy policies before providing any personal data.

10. Children's Privacy

We do not knowingly collect or process personal data of individuals under the age of 16. If we become aware that we have inadvertently collected personal data from someone under the age of 16, we will take steps to delete that information.

11. Changes to This Policy

We may update this Data and Privacy Policy from time to time. Any changes will be posted on this page with the updated date. We encourage you to review this policy periodically to stay informed about how we are protecting your data.

12. Contact Us

If you have any questions or concerns regarding this policy, or if you wish to exercise your data protection rights, please contact us at:

Hailer Marketing Agency
mat@hailer.media