RED KETTLE MEDIA LTD

The Red Kettle Way

Our sustainability policy and code of conduct

Policy owner	Suzanne Sexton, Founder and Managing Director
Health and safety, HR and data protection lead	Jane Stevens
Effective from	July 2026
Next review	July 2027

1. Our approach

Red Kettle Media takes its responsibility for long-term reputational, environmental and social risks seriously. We want to be a business our clients, team and suppliers can trust, and one that leaves a positive mark on the communities we work in. We focus on:

- a healthy, safe and productive work-life balance for our team, which is largely female (see our Health and Safety Policy and our Working as One EDI policy);
- equality, diversity and inclusion in everything we do;
- managing legal risk, especially in employment and data protection;
- respecting human rights and keeping modern slavery out of our supply chain;
- keeping our environmental impact as low as possible;
- maintaining appropriate insurance for employment, public liability and professional indemnity risks;
- following the ethical standards set out in our Code of Conduct.

2. Our promise to clients

When you work with Red Kettle Media, we will:

- provide maximum value, with strategy and research tailored to you;
- be open and honest about our rates, with no hidden mark-ups;
- be upfront about the risks and opportunities we see;
- focus on long-term results, not short-term fixes;
- deliver what we say we will.

3. Code of Conduct

Everyone at Red Kettle Media will:

- meet the long-term needs of our clients, colleagues and suppliers, providing genuine value;
- be fully open and honest about rates and expectations, whether ours, our clients' or our suppliers';
- act within the law of the United Kingdom and any other country we work in;
- only work with businesses whose sustainability risks we understand, focusing on sectors where our knowledge is strong, such as education, sport, media, retail, motoring and travel;

- treat everyone with respect, whatever their role or seniority;
- never discriminate against anyone on the basis of race, ethnicity, religion, sex, gender, sexual orientation, disability, learning difference or socio-economic background;
- be honest about problems at work and support each other to tackle them.

4. Our values

- **Diversity and inclusion:** we value the unique talents, experiences and ideas of every individual, and we learn from and respect the communities we work in.
- **High performance:** we are passionate about results, hold ourselves accountable and always look for better, smarter ways to deliver.
- **Integrity and trust:** we are honest with ourselves and others, keep our commitments and work to high ethical standards.
- **Partnership:** we build trusting, mutually beneficial relationships with clients, suppliers and communities. We succeed when our partners succeed.
- **Protecting people and the environment:** the health and safety of our team comes first, and we work to keep our environmental footprint small.

5. Protecting the environment

Red Kettle Media is committed to running the business in line with the principles of sustainable development. As a largely digital agency we are a low-carbon business, and we work to keep it that way:

- **Paperless working:** we use electronic communication with our team and clients, are moving our booking system to paperless, and keep records digitally rather than on paper.
- **Reduce, reuse, recycle:** we recycle paper, cups, plastic bottles, toner cartridges and IT equipment.
- **Travel:** our travel policy asks staff to use public transport for meetings wherever practicable, and we use video and phone calls and flexible working to reduce commuting.
- **Advice to clients:** we encourage clients to reduce production waste by using digital media where it is effective and appropriate.
- **Joined-up thinking:** we check that an environmental improvement in one area does not cause harm in another.

We share this policy with all staff, encourage everyone to take responsibility for our environmental impact, and act on ideas for improvement.

6. Ethical supply chain

We do not tolerate modern slavery or human trafficking in our business or supply chain. We expect the media owners, platforms and suppliers we work with to treat their workers fairly and comply with the law, and we will stop working with any supplier who does not.

7. Data protection

We handle personal data in line with UK GDPR and the Data Protection Act 2018. Jane Stevens is our data protection lead and is responsible for our privacy notice, data security arrangements and responding to any requests from individuals about their data. We only collect the data we need, keep it secure and do not keep it longer than necessary.