



Ooredoo Group

ADVERTISING ETHICS

POLICY

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1.0. Purpose

This Advertising Ethics Policy defines the standards for ethical advertising practices that align with Ooredoo Group's values, Qatar's legal framework, and the expectations of our customers. The policy ensures that all advertising activities are conducted with integrity, transparency, and respect for the community, and supports Ooredoo Group's commitment to being a trusted telecommunications provider.

2.0. Scope

This policy applies to all advertising and marketing communications created, approved, or distributed by Ooredoo Group, including but not limited to print media, digital platforms, television, radio, outdoor advertising, social media, and sponsorship activities. It also applies to all employees, contractors, vendors, and third-party agencies involved in the development or dissemination of advertising content on behalf of Ooredoo Group.

3.0. Objectives

- Ensure compliance with Qatar's laws and regulations regarding advertising and telecommunications.
- Foster transparency and honesty in all promotional activities.
- Protect consumer interests, particularly vulnerable groups such as children.
- Promote cultural and environmental responsibility in line with Qatar's values and national development goals.
- Safeguard Ooredoo Group's reputation as a socially responsible organization.

4.0. Compliance with Laws and Regulations

Ooredoo Group is committed to strict adherence to all applicable laws and regulations in Qatar, including:

- Law No. 1 of 2012 on the Regulation and Control of the Placement of Advertisements.
- Decree Law No. 34 of 2006 on the Promulgation of the Telecommunications Law.
- Law No. 8 of 2008 on Consumer Protection.
- Law No. 13 of 2016 on Personal Data Privacy Protection.
- Relevant guidelines and directives issued by the Communications Regulatory Authority (CRA) and the Ministry of Commerce and Industry.

All advertisements must be submitted for regulatory approvals where required and comply with any licensing requirements.

5.0. Policy Statements

5.1. Transparency and Honesty

- All claims made in advertising must be accurate, substantiated, and verifiable. This includes claims about network coverage, speed, reliability, pricing, and promotional offers.
- Pricing information must include details of taxes, fees, and other charges to provide full transparency to customers.
- Promotions must clearly state terms, conditions, and expiration dates to avoid misleading customers.

5.2. Protection of Customer Rights

- Advertisements must be designed to empower consumers to make informed decisions by providing clear, accurate, and complete information.
- No advertisement should exploit the inexperience, vulnerability, or trust of customers, particularly children or elderly individuals.
- Advertisements must not mislead customers about the nature, quality, or value of products or services.

5.3. Cultural and Religious Sensitivity

- All advertising content must respect Qatar's cultural, social, and religious values.
- Ooredoo Group will not use images, language, or themes that are offensive or inappropriate in the local context.
- Gender representation in advertisements must align with cultural norms and avoid stereotyping or objectification.

5.4. Data Privacy and Consent

- Ooredoo Group will ensure all advertising activities comply with Law No. 13 of 2016 on Personal Data Privacy Protection.
- Personal data will not be used for targeted advertising without the explicit consent of the customer.
- Data collected for marketing purposes will be protected against misuse or unauthorized access.
- Kindly refer to OG Data privacy policy for more information.

5.5. Environmental Responsibility

- Ooredoo Group will promote environmental sustainability in its advertising and avoid greenwashing (misleading claims about environmental benefits).
- Claims related to environmental impact must be backed by credible evidence and conform to Qatar's environmental goals.

5.6. Responsible Marketing to Vulnerable Groups

- Advertising directed at children must be age-appropriate, educational, and not exploit their inexperience.
- Advertisements targeting vulnerable groups (e.g., those with limited digital literacy) must prioritize clarity and simplicity.
- Marketing material must not promote unhealthy or unsafe behaviors.

5.7. Non-Discrimination and Inclusion

- Advertisements must not include discriminatory content or messages based on race, gender, religion, disability, or nationality.
- Marketing material must promote diversity and inclusion in representation, ensuring respect for all segments of society.

5.8. Monitoring and Accountability

- Ooredoo Group will regularly monitor advertising content and campaigns to ensure compliance with this policy and legal standards.
- Internal compliance teams and external auditors will review campaigns to identify and rectify any breaches.
- Any complaints from consumers or regulatory bodies will be addressed promptly and transparently.

6.0. Monitoring and Review

Ooredoo Group will conduct reviews of this policy every 2 years to ensure alignment with evolving legal, social, and industry standards. Updates will be communicated to all relevant stakeholders, including employees and external partners.

7.0. Policy Amendment

- This policy supersedes all previous policies, circulars, memos, instructions on the subject.
- Any changes to the provisions of this policy shall be reviewed and recommended by the GCCO to GCEO, preliminarily approved by the Audit and Risk Management Committee and finally by Board of Directors.