

# Corporate Responsibility Policies

## Responsible Advertising Policy

**ATRESMEDIA**





ATRESMEDIA manages its advertising through ATRESMEDIA PUBLICIDAD, the Group's company that sells and manages advertising for Group and third parties as well.

ATRESMEDIA PUBLICIDAD, aware of the social responsibility inherent in its business, has always underpinned the sale of advertising with ethical principles based on a management style that is committed to responsible advertising practices. These principles, mainly inspired by current legislation governing advertising, go beyond mere legal compliance and are firmly committed to responsible advertising in relation to viewers and the agents that work in the sector: announcers, advertising agencies and media buying agencies.

Firstly, ATRESMEDIA PUBLICIDAD is committed to ensuring that its advertising content clearly adheres to basic values such as truthfulness, honesty and a total respect for human rights.

On the other hand, it is directly involved in achieving the objectives of advertising agencies and announcers, by offering them a renewed multimedia sales offer that meets their needs. Furthermore, everyday ATRESMEDIA PUBLICIDAD strives to offer increasingly innovative services, through improved advertising management processes and procedures.

ATRESMEDIA PUBLICIDAD's work philosophy is established by its self-regulating advertising code, in order to lay out an ethical framework that underpins responsible and truthful communication and responsible commercial management that aims to service customers.

### **Advertising Self-Regulation**

ATRESMEDIA is a member of Autocontrol (Association for Self Regulation in Commercial Communication); through which it aims to maintain rigour and ethics commercial communication and protect viewers from dubious practices; at the same time ATRESMEDIA undertakes to comply with the Advertising Code of Conduct, based on the International Chamber of Commerce Code of Advertising.

Furthermore, ATRESMEDIA voluntarily complies with several sector self-regulating codes such as PAOS (self-regulating code of advertising aimed at minors), FEBE (self-regulating code of the Spanish Spirits and Beverage Federation), self-regulating code of Spanish Beer -Makers, the Wine Code of Ethics, SMS Self-Regulation Code, Banking and Financial Services Advertising Regulation and Control or Environmental Impact Self-Regulation Code.



In order to meet national and international advertising law, and comply with the self-regulation codes to which ATRESMEDIA PUBLICIDAD adheres, it voluntarily follows the following principles:

- To meet current legislation nationally and internationally on advertising and sales information the company's "product placement" practices meet requirements laid down in the General Regulation 7/2010 of 31 March on Audiovisual Communication.
- To accept the responsibility that broadcasted advertising abides by the principles of the self-regulating codes the company voluntarily adheres to, following rigorous in-house procedures to monitor this.
- ATRESMEDIA PUBLICIDAD commits itself to devoting the necessary resources, both human and technological, to attempt to minimise risks associated with non-compliance and thus:
- Ensures that allegations made by advertisers in their campaigns are honest and genuine, thus obeying the law and the relevant code of professional ethics.
- In cases of any doubt as to the veracity of sales communications, to request additional information from the advertisers to verify this.
- To have clear communication with the government, Autocontrol, and the authorities in charge of advertising material.
- To accept responsibility for any sanctions arising from non-compliance with national legislation or self-regulation codes in sales communications broadcasted.
- To request Copy Advice from Autocontrol (the quality control stamp for content) as a tool to guarantee that our sales communications meet the regulations and ethics which govern advertising, particularly advertisements with content considered to be sensitive, or directed at a public who require special protection, such as children. To participate actively in the sector's forums which work to achieve responsible advertising.

#### **Respect for human rights and special protection for minors**

- ATRESMEDIA PUBLICIDAD ensures that advertising content fully respects human rights. Particular attention is paid to the non-incitement of violence, discrimination in any of its manifestations, and incitement to behaviour which offends human dignity.
- At the same time, the company firmly rejects advertising campaigns which fail to respect human rights, and is particularly vigilant regarding those which attack the dignity of women, minors, or any minority group which requires special attention.



- Special care is taken to ensure that advertising products in content directed at children is suitable for this public; for this reason the slots where programming is directed at this group are marketed separately.

### **Responsible sales management and quality of service**

- At ATRESMEDIA PUBLICIDAD we are committed to working for a quality sales offering, the ultimate goal of which is the positive development of our clients' brands. To achieve this we put all our efforts into being attentive to their needs and offering them novel products and formats to ensure maximum advertising success.
- We encourage a relationship with advertisers, agencies, and head offices which is based on the principles of honesty and transparency.
- We try to adapt to changes in the market, renewing our sales offering every quarter and publishing it following the criteria and schedules agreed mutually with the Spanish Advertisers' Association.
- Our sales offering on our webpage is transparent, accessible and easy to use for all who wish to. Moreover, we have other communication channels available, such as news bulletins in electronic format, or the client portal with interesting information on the sector.
- ATRESMEDIA PUBLICIDAD has a vocation to quality of service and one of its main aims is to achieve better advertising management. With this aim in view, the company constantly develops techniques which result in more effective, efficient and environmentally-friendly processes. In this direction we work constantly with the other players in the market to incorporate procedures in our relationships with them which introduce the use of new technologies and enable us to offer an excellent, innovative service, at the same time as being more ecological.

### **Commitment to society**

- At ATRESMEDIA PUBLICIDAD we work to achieve responsible advertising which brings value and goes beyond conventional sales communication.
- For this reason we are firmly committed to always having an active portfolio of products which offer clients the opportunity to be involved with projects with a social focus.
- As far as possible, we commit ourselves to providing free advertising space to NGOs and foundations, provided they meet the requirements in force for non-profit organisations.