

Responsible Communication Charter

The aim of this charter is to apply the Group's societal and environmental obligations to any form of public-aimed communication.

Preamble

All communication should be legally compliant and should not incite the violation of any law.

Scope of application

This charter concerns all public-aimed communication, in all countries worldwide, produced either by the Group, the brands, the regional divisions, the countries, the sites or the network:

- Advertising or communication broadcast on traditional media channels (TV, radio, billboard, press...);
- Advertising or communication broadcast on Internet (websites, social media, emailing...);
- Advertising or communication distributed in letter-boxes or in the street (catalogues, flyers...);
- Advertising or communication distributed at trade shows and at any point of sale (panels, interactive kiosks, films, leaflets...).

Principles

1. All communication should be framed with a fair sense of our societal responsibility
2. All communication should be framed with a fair sense of our environmental responsibility
3. All communication should be framed with a fair sense of the financial stakes for the customer

Principle n° 1: All communication should be framed with a fair sense of our societal responsibility

Communication should respect human dignity

Article 4 of the ICC Code

“Commercial communication should respect human dignity and should not incite or condone any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation.”

- ✘ Communication should not be of a nature to offend the sensibilities, shock or even provoke the public by portraying an image which undermines a person’s dignity and decency.
- ✘ Any degrading or humiliating representation of any person, whether explicit or implicit, is unacceptable.
- ✘ Any compromising presentation of a situation in which a person is dominated or exploited by another is unacceptable.
- ✘ Communication should not diminish any person, male or especially female, by portraying them as an object.
- ✘ Communication should neither portray nor refer to any person without first obtaining their consent, irrespective of whether the person is well-known or not.

Communication should not condone any form of discrimination

- ✘ Communication should not condone the idea that a person is inferior because he or she belongs to a social group or minority.
- ✘ Communication may not promote, even indirectly, any behaviours or feelings of exclusion, intolerance or racism.
- ✘ Communication should not induce an idea of submission or dependency degrading any person, male or in particular female.
- ✘ The use of stereotypes, evoking traits of character supposed to be representative of a social, ethnic or religious group should be handled with the greatest of care.
- ✘ Any allusion, even humoristic, to the pejorative idea that a person is inferior because he or she belongs to an ethnic group or religion should be prohibited.

Communication should not harm the security of people or property

Article 17 of the ICC Code

“Commercial communication should not, without justification on educational or social grounds, contain any visual portrayal or any description of potentially dangerous practices, or situations which show a disregard for safety or health, as defined by local national standards.”

- ✘ Communication should not present, under normal conditions of use, any vehicle contravening the rules of the Highway Code or any safety imperatives.
- ✘ With regard to road safety, consumers should not be misled to believe that the qualities of the vehicle supersede the elementary rules of precaution.
- ✘ It should not incite drivers to act aggressively, violently or endanger other road users.
- ✘ It should not appear to condone or encourage dangerous or reckless behaviour.
- ✘ It should under no circumstances give the impression that violence is either an accepted reality or acceptable.
- ✘ Speed should not be used as an advertising claim.

Communication should be honest

Article 3 of the ICC Code

“Commercial communication should be so framed as not to abuse the trust of consumers or exploit their lack of experience or knowledge.”

Article 13 of the ICC Code

“Commercial communication should not contain or refer to any testimonial, endorsement or supportive documentation unless it is genuine, verifiable and relevant.”

- ✘ Communication should not grant exclusivity to an announcer for an action, which is similar to that of other announcers.
- ✘ An announcer may not claim exclusivity for certain actions if these are required by everyone under current law.
- ✘ Using terms such as “the first, the best, number 1, the least ...” calls for special attention. The announcer has to be able to

prove that these correspond to a specific reality.

- ↪ The term “new” and its derivatives should only be used in the context of a real product alteration. Use of such a term is normally limited to a period of one year.

The truthfulness principle of communication should be respected

Article 5 of the ICC Code

“Commercial communication should be truthful and not misleading. It should not contain any statement, or audio or visual treatment which, directly or by implication, omission, ambiguity or exaggeration, is likely to mislead the consumer.”

The principle of non-denigration should be respected

Article 12 of the ICC Code

“Commercial communication should not denigrate any person or group of persons, firm, organization, industrial or commercial activity, profession or product, or seek to bring it or them into public contempt or ridicule.”

- ↪ All communication should respect the principles of fair competition.

The Group’s environmental and social requirements should be respected by suppliers

- ↪ Media agencies should be obliged to comply with the “[Groupe PSA Responsible Purchasing Policy](#)” frame.
- ↪ In the case of a promotional campaign involving the distribution of gifts, suppliers should undertake to meet these requirements.

Principle n°2: All communication should be framed with a fair sense of our environmental responsibility

Communication on environmental protection should be exemplary

- ↻ No communication should present any behaviour which goes against environmental protection without qualifying this positively.
- ↻ Communication should not incite behaviour which goes against environmental protection.
- ↻ It should not give or appear to give full or total safety guarantees in the area of the environment.
- ↻ It should refrain from evoking or representing behaviour which goes against conserving natural resources.
- ↻ Vehicles represented outdoors should be clearly positioned on roads open to traffic.
- ↻ It should neither directly nor indirectly encourage excessive methods of consumption or the wasting of energy and natural resources.

Communication should present environmental claims in an honest and truthful way

Article E1 of the ICC Code

“Commercial communication should be so framed as not to take unfair advantage of consumers’ interest in the environment, or exploit their possible lack of environmental knowledge or to exploit their possible lack of environmental knowledge.

It should not contain any statement or visual treatment likely to mislead consumers in any way (...).

An environmental claim should be relevant to the particular product being promoted (...).”

- ↻ Consumers should not be misled by communication on the reality of a product’s environmental properties or benefits or by actions on the part of the announcer in favour of environmental protection: environmentally-friendly feature or features should be presented accurately.
- ↻ Any communication making environmental claims should refer to the vehicle concerned (explicit details on the model) and visibly mention CO₂ emissions and standardized consumptions for this vehicle.

- ↻ When advancing a specific environmental claim (for example, low consumption or CO₂ emission), communication should clearly specify the version concerned.
- ↻ Communication should not resort to specific demonstrations or conclusions related to the environment which does not comply with recognized scientific work.
- ↻ Announcer should be able to provide any specific items to justify its indications, presentations or advertising claims.
- ↻ It should not make promises which are too general: for example, it is not appropriate to qualify vehicles with heat-engines as clean, green or environmentally-friendly.
- ↻ Use of symbols or logos should not create confusion with an official label.
- ↻ Communication should not exclusively attribute environmentally-friendly qualities to a product if those of competitors are identical.
- ↻ In the case of an environmentally-friendly action, an announcer may not claim superiority or precedence which is not based on objectively verifiable facts.
- ↻ The announcer should indicate how the product presents the qualities it claims and in which context.

The choice of communication material should take environmental consequences into consideration

- ↻ When choosing a communication medium, give preference wherever possible to materials with the lowest impact on the environment.
- ↻ When paper is unavoidable: brochures, leaflets ... make sure that the paper and inks used are environmentally-friendly.
- ↻ For brochures and leaflets, avoid superfluous pages, optimize targeting and streamline prints.
- ↻ Do not hand out brochures or leaflets in the street in an unauthorized way.
- ↻ At trade shows, prefer to take addresses for individually sending catalogues rather than systematically hand out it.
- ↻ Avoid distributing plastic bags. Use paper- or reusable bags.



- ↳ Reduce the impact of the end-of-life of communication materials (recovery of banners, recycling, reuse of equipment).

Principle n° 3: All communication should be framed with a fair sense of the financial stakes for the customer

Communication of promotional operations should be clear and honest

Article A1 of the ICC Code:

“Principles governing sales promotions:

- *All sales promotions should deal fairly and honourably with consumers.*
- *All sales promotions should be so designed and conducted as to meet the legitimate expectations of the consumer, associated with advertising or promotion.*
- *All sales promotions should be framed in a way which is fair to competitors and other traders in the market.”*

Article A2 of the ICC Code:

“Terms of the offer:

Sales promotions should be so devised as to enable the consumer to identify the terms of the offer easily and clearly. Care should be taken not to exaggerate the value of the promotional product or to obscure or conceal the price of the main product.”

Article A3 of the ICC Code:

“Presentation:

A sales promotion should not be presented in a way likely to mislead those to whom it is addressed about its value, its nature or how to participate in it.”

- ↪ In the case of any communication mentioning the price of a product, clearly indicate the name and description of the version this price applies to.

- ↪ If a price may only be obtained under certain terms and conditions (order for a vehicle on stock, connected to financing...) these terms and conditions should be clearly explained in the communication.

- ↪ If a communication presents several offers which may not be cumulated, this information should be clearly indicated.

- ↪ If the price announced is not that of the model presented, the communication should clearly state which version the price corresponds to.

Communication should not minimise the importance of the financial commitment

- ↪ For any communication concerning lease or purchase financing offers, the cash purchase price of the product should be indicated, as well as the total price if purchased on credit.

- ↪ When a financing rate is referred to in the communication, its presentation should not give the impression that this may be generally applied to any other situation.

- ↪ All marginal references directed to the consumer should be presented in a clear and legible way.

- ↪ Before communicating on a credit offer, the wording of the proposed text should be approved by the credit institution the announcer is working with.

Stages for designing responsible communication

Agency brief

- The Responsible Communication Charter should be sent to all agencies consulted for any public-aimed communication action.
- The briefs (or specs) handed over to the agencies should be consistent with this charter:
 - ↳ Check the compliance of information/claims sent to the agencies with respect to the Responsible Communication Charter.
 - ↳ Point out that compliance with the Responsible Communication Charter is essential.

Approval

Before being distributed, all communication should go through the following approval stages:

1. The operating entity* ensures that the creations (texts and visuals) comply with the Responsible Communication Charter.

* Operating entity: any entity in charge of public-aimed communication actions, whatever the format.

2. The operating entity sends the creation to its reference legal entity, which checks compliance with local laws and regulations, especially with regard to the presentation of promotional offers and the legal marginal references required.

Important reminder:

Agencies should check that their projects comply with the legal rules in force in the country concerned. This being said, given the fact that any risks weigh above all on the announcer, the operating entities in charge of creating and distributing communications should comply with the approval stage described above. Agencies should guarantee that third party rights are respected.

3. Where necessary, the operating entity presents the creation to the country's self-regulatory communication authority. The latter checks that the creation complies with the codes of self-discipline it has defined.

By way of example:

- Autorité de Régulation Professionnelle de la Publicité (A.R.P.P.) in France: <https://www.arpp.org/>
- ASA in the United Kingdom: <https://www.asa.org.uk/>

4. The operating entity presents the creation to the entity ultimately in charge of signing the project off.

In summary

- All communication should be legally compliant and should not incite the violation of any law.
- This charter governs all public-aimed communications, in all countries worldwide.
- This charter should be sent to the agencies consulted for any public-aimed communication action.

Communications should comply with the following principles:

1. All communication should be framed with a fair sense of our societal responsibility
 - ↯ It should respect human dignity
 - ↯ It should not condone any form of discrimination
 - ↯ It should not harm the security of people and property
 - ↯ It should be honest
 - ↯ The truthfulness principle of communication should be respected
 - ↯ The principle of non denigration should be respected
 - ↯ The Group's environmental and social requirements should be respected by suppliers
2. All communication should be framed with a fair sense of our environmental responsibility
 - ↯ Communication on environmental protection should be exemplary
 - ↯ Communication should present environmental claims in an honest and truthful way
 - ↯ The choice of communication material should take environmental consequences into account
3. All communication should be framed with a fair sense of the financial stakes for the customer
 - ↯ Communication of promotional operations should be clear and honest
 - ↯ Communication should not minimise the importance of the financial commitment

Any communication should pass by the creation stages stated in this charter.

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Reference document: Consolidated ICC Code of Advertising and Commercial Communication Practices (2011 revision)