

Ethical and Responsible Marketing Commitment

In marketing our products and services, Siegfried is committed to honesty, fairness and transparency in strict accordance with our shared value “Integrity”. We treat our customers with respect and focus on long-term growth.

This ethical and responsible marketing commitment (“Commitment”) sets out Siegfried’s commitment to ethical marketing practices and efforts by defining four key principles governing our activities in the field of marketing, product advertising and promotion. This Commitment applies to all sites and all employees of Siegfried as well as any third parties acting on behalf or in the name of Siegfried.

Honesty

- We engage in authentic and honest communication with our external stakeholders.
- We do not misrepresent our products and services.

Transparency

- We do not mislead external stakeholders by omitting material information.
- The content of our communication to our external stakeholders is fully transparent.

Questions and Feedback

We always strive to do the right thing first time. If you have any questions or feedback to share about this Commitment, we encourage you to contact us at integrity@siegfried.ch.

Fairness

- We strictly comply with all applicable laws and regulations and promote fair competition.
- We reject “impact washing” or “green washing” to hide or distract from negative impacts of our products and services.

Respect

- We do not use language that may offend the ethical sensibilities or emotions of our stakeholders.
- We respect the privacy of our stakeholders and protect any confidential information and intellectual property of third parties.