

RESPONSIBLE MARKETING, ADVERTISING AND SALES POLICY STATEMENT

'Putting Our Customers First' is a key theme underpinning the Building Responsibly component of our strategy and we recognise that responsible marketing, advertising and sales practices are vital for both our customers and our brand.

Our Commitments

We shall:

- Adhere to the Company's Cyber Security Assurance Policy when selecting new suppliers.
- Adhere to the Company's Data Protection Policy in the event of a data breach to ensure that the General Data Protection Regulations ("GDPR") Committee are informed and action is taken immediately.
- Ensure that all customer data is used for the required purpose and held for the required timescale in line with the Data Protection Policy and Data Retention Policy.
- Ensure that the Customer, Marketing and Sales teams are trained on data protection, GDPR and cyber security and the impact this has on advertising and marketing. This mandatory training is refreshed and undertaken by colleagues each year.
- Conduct regular quality reviews across the Group to ensure brand alignment is achieved and that the necessary information around Consumer Code and Health, Safety & Environment practices are displayed and can be easily accessed by customers.
- Maintain regular involvement within the New Homes Ombudsman working party in preparation to launch as one of the first house builders under this new body in October 2022.
- Ensure that sufficient resources are allocated to the internal working party carrying out the work towards seamless integration of the required procedures into the Group's processes both physically on-site and digitally.
- Ensure that all advertising follows a quality assurance approval process before being sent to advertisers. This quality assurance process will soon be extended to include advertising via social media so that the quality assurance process is fully integrated across all platforms.



Matthew Pratt
Group Chief Executive
August 2022