



## OUR VALUES

Our values underpin everything we say and do, how we work with people, behave towards them and communicate. Here is a brief description of what each one means to us.

### Open and committed

Our belief in what we do translates into a deep and long-term commitment to the people we work with and the places where we work. We tackle challenges and take responsibility with openness and honesty to bring about positive change.

### Expert and Inclusive

Inclusion is at the heart of everything we do. By involving everyone in the conversation we learn from each other and bring together all of our experience, knowledge and expertise to do the best work that we can.

### Optimistic and bold

We believe in the potential of young people to create a better world. Inspired by this optimism, we are positive and creative and we focus on what works. We are not afraid to make bold choices to shape a better future for everyone.

## **Principle 1: Equality, Diversity and Inclusion**

Equality, diversity and inclusion are integral to our work and are the beating heart of Brand Advance. This means we commit to ensuring that there is no discrimination on the basis of any of the following: age, disability (including HIV/AIDS status), gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. Our equalities policy set out more information on this.

## **Principle 2: Legal Compliance**

We are committed to complying with the law in all the countries and territories in which we work. This is a fundamental principle and we must follow it in all our dealings and behaviours. You can find more information on our collaborative work with partnerships in our Partnerships policy statement.

## **Principle 3: Modern Slavery Statement**

The Brand Advance Group are committed to undertaking and continuing to minimise the potential risk of modern slavery and human trafficking in our business and supply chains. We will not tolerate slavery and human trafficking in our business or supply chain. We are committed to acting ethically and with integrity in all our business dealings and relationships and to implementing and enforcing effective systems and controls to ensure that any form of slavery is not taking place in our own business or supply chains.

## **Principle 4: Health and Safety**

We should make every reasonable effort to ensure the health and safety of everyone who works for us, wherever they may be working, and comply with local law. This includes visitors, students, contractors, colleagues and others using our premises or involved in our work as well as our own health and safety. For more information read our Health and safety policy statement.

## **Principle 5: Safeguarding**

We have a responsibility to protect children, young people and vulnerable adults who engage in activities with us from abuse, harm, exploitation and neglect, and to create a safe environment for them. This includes the prevention of illegal exploitation of people for personal or commercial gain. Colleagues managing our relationships with third party suppliers and partners have an important role in ensuring those third parties comply with safeguarding policies. For further guidance read our Adults at risk & Child Protection Policy

## **Principle 6: Working with other and upholding trust**

### **Behaving ethically and responsibly**

Behaving with integrity helps build trust and confidence and enhances our reputation. Therefore, we must never abuse or harm our colleagues, customers, clients, partners, associates or any member of the public. When dealing with everyone whether that be customers, clients, partners, suppliers, fellow employees and others, we should all act in accordance with our values and relevant policies. The way those values are put into practice will depend upon the relationship we have with the person we are dealing with and our relevant policies but will normally involve treating people fairly, competing fairly, taking the time and trouble to understand what others require and providing them with a professional response which deals with their specific requirements.

### **Working together**

We should always treat people in accordance with our values and as a global organisation show respect for local cultures and customs.

## **Principle 7: Information governance and confidentiality**

Wherever appropriate we should be proactive in sharing necessary information in support of the UK government's transparency agenda.

At the same time, information must be appropriately protected and used. We must not share confidential information or material with anyone who is not entitled to that information whether they are inside or outside Brand Advance. We must properly protect private, personal and sensitive information relating to all who work with, for and on behalf of us from wrongful disclosure, modification or destruction.

We must use Brand Advance equipment and systems responsibly and appropriately. This includes controlling access and avoiding inappropriate use of the Brand Advance's hardware, software, internet and email.

These requirements cover information held in physical or electronic form and on any system, including those provided by our suppliers.

We must all familiarise ourselves with our relevant policies, including our Security policy and our Information security and privacy policy and act in accordance with them.

## **Principle 8: Looking after our reputation**

We should never behave at work, in public or online in a manner that may damage Brand Advance's reputation.

### **Making public statements**

We must only make statements to external stakeholders, customers and partners if the statements maintain or enhance our reputation. We should not make statements about politics or on any subject that may damage our reputation or cause a loss of confidence in Brand Advance. This applies whether we are making comments about Brand Advance itself, or organisations or people associated with the Brand Advance.

Only those authorised to talk to the media on behalf of the Brand Advance may do so. If you believe that you need to talk to the media as a part of your role, please contact the senior team.

### **Communicating Online**

Online communications include email, websites and social media such as blogs, messaging apps, Facebook, YouTube and Twitter.

You should always be conscious of how you may be associated with Brand Advance in your personal online communications outside of work, and behave appropriately and in line with Brand Advance's values. Your comments and opinions may be associated with Brand Advance, especially if you have named your employer in your social media profile or in any prior online conversations.

Do not rely on privacy settings to restrict access to your online comments; you should work on the basis that anything you put online could be made widely available. Using a disclaimer does not protect your comments from being associated with Brand Advance.

Never be offensive about Brand Advance or its activities, nor organisations or people associated with Brand Advance, including colleagues, partners or customers. Do not reveal confidential information or disclose any information that might undermine our reputation or be considered a conflict of interest. Please refer to Brand Advance's Social media policy statement for further guidance.

## **Principle 9: Property and Assets**

### **Protecting what is ours**

We are all responsible for Brand Advance's property and assets and should take all reasonable measures to protect them from loss or damage.

We should also take security precautions against other less routine risks, such as fire, flood, adverse weather and terrorism.

Information and products developed and owned by the Brand Advance, including copyright, must always be protected. Standards for managing hard copy and electronic documents and records must determine our actions.

For full guidance you can consult our:

Anti-fraud and corruption policy

Information security and privacy global policy

Risk management global policy

## **Principle 10: Gifts, Entertainment and Payments**

### **Avoiding unethical rewards and inducements**

Our organisation, and we as individuals, must not seek advantage by giving or accepting any gifts, entertainment or payments that may be perceived as inappropriate. We have a detailed policy on gifts and hospitality that you must refer to which is available on our intranet.

Our conduct should be ethical and justifiable under scrutiny from the press, the public or competitors, and examination by those to whom we are accountable.

We must immediately report any suspected or actual instances of bribery, facilitation payments, fraud or corruption in line with the Raising Concerns policy.

### **Acceptance of official honours**

Before accepting an official honour or award, you must seek prior approval from your senior manager. Senior managers must diligently assess the awarding body and guard against potential negative impact on our reputation.

## **Principle 11: Conflicts of Interest**

### **Separating the personal from the professional**

We must avoid any activities that are in conflict or competition with our work or would prejudice it. We should not use our position in Brand Advance for personal advantage or gain.

Separating the personal from the professional

### **Other outside activities**

Playing an active role in the community and other outside activities helps us experience and contribute to a wider world. However, we should avoid contributions that may damage or reflect badly on us. When expressing views about our different diverse audiences in speech or writing, we should make a clear distinction between views that are our own and those of Brand Advance, and be aware that even views expressed as personal could adversely affect the reputation of the Brand Advance by association.

## **Principle 12: Personal Relationships**

### **Professionalism**

Our conduct at work should not be adversely affected by close personal relationships whether with colleagues, consultants, suppliers or others with whom we work or provide a service to. Therefore, we have policies requiring disclosure of such relationships. Any information shared will be treated in confidence, and we may ask for a change in role or responsibilities.

## **Principle 13: Raising Concerns**

Brand Advance is committed to upholding the highest ethical and legal standards and has zero tolerance for malpractice or wrongdoing anywhere in the organisation. Examples of malpractice or wrongdoing include child abuse, theft, fraud, false accounting, misuse of assets, receiving bribes, failing to disclose outside business interests and breaches of regulatory requirements, as well as breaches of this Code of Conduct and other Brand Advance policies. To help us deal with this, we want people to feel that they can speak up and raise concerns about wrongdoing confidentially. For employees this will normally be through your line manager, your line manager's manager or your HR business partner. Concerns should not be raised to pursue private disputes and malicious false allegations will be regarded as a disciplinary matter.



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## **Equality global policy statement**

Brand Advance is a global diversity network that connects brands to diverse, difficult to reach audiences.

Working effectively with diversity is an essential part of our mission. We are committed to ensuring that there is no unjustified discrimination in the recruitment, retention, treatment, training and development of staff on the basis of age, disability, gender including transgender, HIV/AIDS status, marital status including civil partnerships, pregnancy and maternity, political opinion, race/ethnicity, religion and belief, sexual orientation, socio-economic background, spent convictions, trade union activity or membership, work pattern, having or not having dependants or on any other grounds which are irrelevant to decision making.

We aim to abide by and promote equality legislation. We follow both the letter and the spirit of the law in this area. We try to avoid unjustified discrimination which we recognise is a barrier to equality, diversity, inclusion and human rights.

Brand Advance is committed to:

- understanding, valuing and working with diversity to enable fair and full participation in its work and activities
- ensuring that there is no unjustified discrimination in its recruitment, selection, performance management or other processes
- promoting equality; this includes conducting equality screening and impact assessments of policies and functions
- treating individuals with whom it works with fairness, dignity and respect



- playing its part in removing barriers and redressing imbalances caused by inequality and unjustified discrimination.

We require all staff to ensure their behaviour is consistent with this policy. We also require that clients, customers, partners and suppliers are made aware of this policy and operate within it.

We will provide adequate and appropriate resources to implement this policy and will ensure it is communicated and understood.

Brand Advance will review this global policy statement annually to reflect new legal and regulatory developments and promote good practice.

This updated global policy statement was approved by Christopher Kenna, Chief Executive, in January 2021 and is due for review in January 2022.



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## **Partnerships global policy statement**

Brand Advance is a global diversity network that connects brands to diverse, difficult to reach audiences.

Working in partnership with other organisations is integral to delivering benefit, and extending the reach and impact of what we do.

We seek to work with partners who are aligned with our values, reputation, brand and charitable objectives.

When selecting partners, we consider both the benefits and disbenefits of each partnership opportunity. This includes an assessment of any financial, legal and reputational risks. Specific decisions on entering into any partnership will depend on the reputation and practices of the individual organisation involved.

When working with partners, we will do so in accordance with our legal obligations.

Brand Advance is committed to ensuring that its partnerships:

- align Brand Advance with organisations that are consistent with its values, reputation and brand
- are open and transparent, with written agreements in place
- respect appropriate use of the partners' and of Brand Advance's intellectual property rights
- comply with relevant external legal frameworks



- are coherent and consistent with other Brand Advance global policy statements including the Fair Competition statement.

In line with the principles above, Brand Advance does not partner with or accept any business in either the tobacco or the pornography sector.

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## **Health and safety global policy statement**

Brand Advance is a global diversity network that connects brands to diverse, difficult to reach audiences.

We acknowledge our duty of care to ensure a safe place to work and visit for our staff, customers and visitors. We will, where reasonably practicable, follow UK standards, guidance and codes of good practice where these offer enhanced standards of health and safety.

Health and safety is everyone's responsibility as well as being a particular responsibility for all levels of management. Brand Advance expects everyone to be aware of their role in workplace safety.

We aim to ensure that all staff and those who work with the Brand Advance foster an attitude of good practice and co-operation in order to achieve high standards of health and safety.

Brand Advance is committed to:

- achieving and maintaining good standards in its health and safety performance
- providing specialist, dedicated safety, health and fire advice across its global operations
- monitoring and reviewing its systems and procedures to ensure their suitability, adequacy and effectiveness
- ensuring all staff play their part in meeting the Brand Advance's health and safety standards



- enabling staff to comply with the Brand Advance's health and safety standards
- providing suitable and sufficient information, instruction, training and facilities to ensure all staff are aware of, and equipped to carry out, their health and safety responsibilities
- ensuring that those contracted to the Brand Advance are aware of, and satisfactorily discharge, their health and safety roles and responsibilities.

We will provide adequate and appropriate resources to implement this policy and will ensure it is communicated and understood.

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## **Safeguarding**

We have a duty of care to safeguard the children and vulnerable adults we work with.

For information, visit the [NSPCC's webpage on child safeguarding](#) . For adult safeguarding, read [GOV.UK's vulnerable adults policy paper](#) .

### **Covid-19 and safeguarding**

Covid-19 has heightened the level of risk to children and vulnerable adults in everyday life.

Part of our response to Covid-19 has been to move activity online. Increased risks include:

- cyber-bullying
- grooming
- exploitation
- blackmail
- extortion.

The NSPCC and Think U Know provide further support for staying safe online.

### **Our safeguarding strategy**

Our safeguarding strategy is based on three principles:



- build a workforce which understands safeguarding and is equipped to respond to issues in a timely, sensitive and appropriate fashion
- use our international networks to share strong safeguarding standards
- put children and vulnerable adults at the centre of everything we do.

It is designed to protect from and prevent harm, abuse and negative discrimination of any kind.

Our global and regional safeguarding teams are responsible for overseeing the implementation of this vision. Everyone who works for and with the British Council is expected to understand, support and embrace it.

We also adhere to local legislation and procedures, including [Article 19 of the United Nations Convention on the Rights of the Child \(UNCRC\) 1989](#) and the [Care Act 2014](#).

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## **Security global policy statement**

Brand Advance is a global diversity network that connects brands to diverse, difficult to reach audiences.

We collect and use personal data to offer people information, products and services. This policy will apply in all locations where we operate, to all forms of information and to all systems used to collect, store, process or transfer information.

Brand Advance applies the UK Data Protection Act 2018 as a global privacy standard together with local data protection law in the countries where it operates. In countries where the UK Data Protection Act 2018 conflicts with local law, local law that meets internationally accepted privacy principles will take precedence.

Brand advance is committed to:

- performing privacy impact assessments to protect the privacy and rights and freedoms of its customers and employees
- protecting the confidentiality, integrity and availability of the information it collects, stores, transfers and processes in accordance with UK law and international good practice, and to meeting its legal requirements and contractual obligations
- explaining why it needs personal information, only asking for the personal information it needs and only sharing personal information within Brand Advance and with other organisations as necessary or where the person concerned has given their consent
- clearly and openly communicating to its customers and employees the purposes for processing their personal information, including the legal



bases for processing and limiting the purposes to only what has been communicated or where there is a legal obligation

- allowing people to request access to the personal information it holds on them and to complain if they believe their information has been mishandled
- not keeping personal information for longer than necessary
- taking measures to protect the rights and freedoms of individuals whose personal information may be transferred to countries with differing data protection laws
- ensuring that actual or suspected breaches of information security are reported and investigated
- assessing the maturity of its information security controls annually
- applying these standards to its supply chain and delivery partners.

We will provide adequate and appropriate resources to implement this policy and will ensure it is communicated and understood.

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## **Security global policy statement**

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We recognise that appropriate use of media and social media contributes to the Brand Advance's aims.

We use media and social media in two main ways:

- to promote Brand Advance and its services
- to engage directly with audiences through a range of digital and learning channels including personal channels used in a professional capacity.

Brand Advance is committed to:

- maintaining a professional social media presence, with staff abiding by our Code of Conduct and other relevant policies and guidance
- ensuring Brand Advance's official media and social media presence is readily identifiable through appropriate branding
- communicating with its media and social media audiences and answering their queries in a timely manner



- communicating to staff the rules they must follow when identifying themselves as Brand Advance employees on social media.

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## **Anti-fraud and corruption global policy statement**

Brand Advance is a global diversity network that connects brands to diverse, difficult to reach audiences.

Brand Advance has a 'zero tolerance' policy towards fraud, bribery and corruption. We will always investigate and seek to take disciplinary and/or legal action against those who commit, attempt to commit, or assist anyone committing fraud or any other improper activities in our operations.

Brand Advance is committed to:

- developing an anti-fraud culture across the organisation
- seeking to minimise the opportunities for fraud, bribery and corruption
- having effective systems, procedures and controls in place to enable the prevention and detection of fraud, corruption and bribery
- ensuring that its staff are aware of the risks of fraud, bribery and corruption and understand their obligations to report any actual or suspected incidents of fraud, bribery or corruption
- taking all reports of fraud, bribery and corruption seriously, and investigating them proportionately and appropriately
- meeting its obligations to report any incidents of fraud, bribery and corruption to appropriate external authorities.



We will provide adequate and appropriate resources to implement this policy and will ensure it is communicated and understood.

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## **Risk management global policy statement**

Brand Advance is a global diversity network that connects brands to diverse, difficult to reach audiences.

We are committed to managing risk and to embedding risk management into all areas of our work.

The Board of Directors has ultimate accountability for ensuring that Brand Advance manages risk effectively. The Board approves Brand advance's Statement of Risk Appetite and reviews the effectiveness of its risk and control processes.

Brand Advance is committed to:

- embedding a culture of risk management to ensure informed decision making and ownership of risk is recognised throughout the organisation
- identifying, understanding and assessing risks to the achievement of its objectives and controlling them effectively
- ensuring that its risk management is aligned with the Statement of Risk Appetite approved by the Board of Directors
- planning and taking action to respond to risks outside our appetite, while ensuring our resources are effectively and efficiently prioritised and used
- monitoring the effectiveness of the existing control environment and the approach to risk management, reporting on risks, mitigation plans, and control environments both internally and externally and learning lessons from past activities



- ensuring that all staff understand their responsibilities in relation to risk management
- recognising that we may need to proactively take some risks to support the achievement of our objectives, but we will do so with an understanding of the potential impact on the organization.

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