

# **1. We put the person before the sale.**

We respect you and your privacy.  
We will help you make the best choice  
for your needs, not ours.

# **2. We communicate inclusively, truthfully, and clearly.**

We will not confuse you or hide  
information from you.  
We will help all audiences feel welcome.

# **3. We take responsibility for our part in changing the marketplace.**

We recognize the need to break the cycle  
of consumerism. We will continuously review  
our sales and marketing to ensure  
they benefit the common good.

We count on you to hold us accountable.  
Please connect with us if you see us  
not honouring our pledge.

