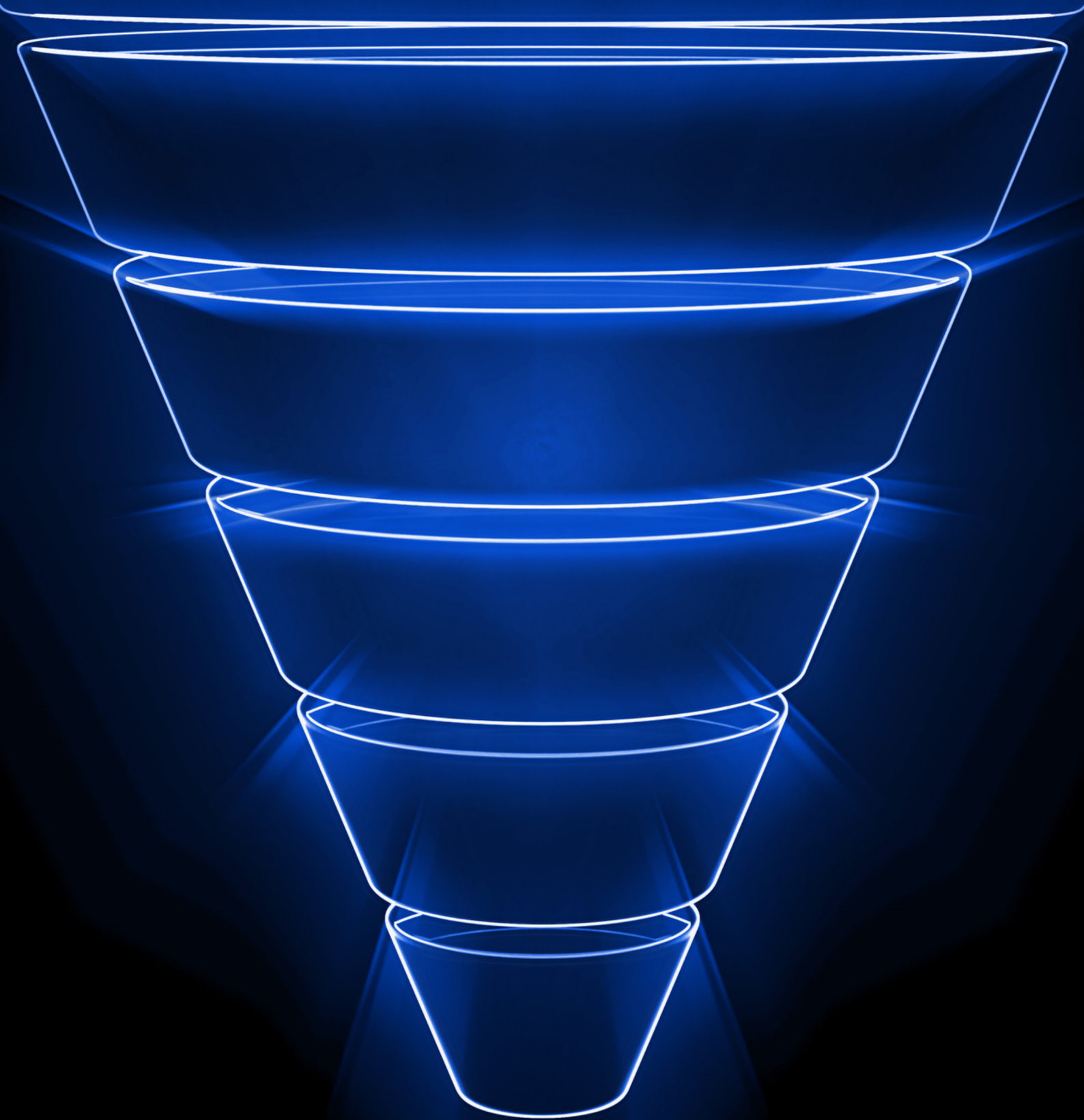


BMP Flow



Commitments

As a digital marketing firm operating within the UK and EU, we recognise the unique challenges and responsibilities of our industry. We are committed to minimising our digital carbon footprint and ensuring our operations are both socially and environmentally responsible.

Digital Responsibility:

- Reducing server energy use and optimising our digital assets for energy efficiency.
- Prioritising hosting providers and digital platforms that utilise renewable energy sources.
- Minimising data storage waste and ensuring efficient use of digital resources.

Environmental Responsibility:

- Reducing our office's energy consumption.
- Minimising paper use and promoting digital solutions.
- Using equipment and materials based on environmental and social considerations.
- Encouraging remote work to reduce GHG emissions from commuting.

Social Responsibility:

- Ensuring our digital campaigns promote positive social messages and avoid harmful stereotypes.
- Collaborating with clients who share our values of sustainability and responsibility.
- Supporting community digital literacy and online safety initiatives.

Governance:

- Upholding the highest standards of honesty, integrity, and transparency in all our operations.
- Ensuring data protection and privacy are paramount in our digital strategies.
- Pursuing certifications and accreditations that reflect our commitment to responsible digital marketing.

Responsibilities

This policy applies to all members of BMP Flow team, including our partners, associates, and external service providers.

The Co-founders are accountable for the implementation of and adherence to this policy.

The Digital Responsibility Representative reports on progress to the Co-founders annually.

The Co-founders and external consultant, Sam Howard, Fourthmore make up BMP Flow's Responsibility Committee.

The policy is reviewed annually to ensure it remains relevant and effective in guiding our firm's responsible business practices.