

# Kantar Business Principles

The way we work **makes all the difference.**

The Kantar Business Principles set out how we seek to do business and how we manage our internal and external relations.

The Kantar Business Principles aren't about ticking boxes. They're about creating an environment where everyone feels included, respected and able to flourish. Where we act with integrity, uphold the law, and behave ethically—because that's what makes us a trusted and indispensable partner to our clients and each other.

Everyone means everyone in our working world: Our colleagues, clients, suppliers, panellists, participants and partners. We care deeply about the way we operate, communicate and behave towards others, and we know you do too.



# 01 Our Kantar Business Principles

**We respect each other** – We do not tolerate bullying or harassment of any kind within our own business, or from those we work with. No exceptions, no excuses.

**We respect difference** – We are committed to creating an inclusive culture and valuing the diversity of all our people, as well as our clients, suppliers and the communities we serve. Our people are vital to our long-term sustainable business success, and we recognise that our diverse workforce is a key competitive advantage in understanding the lives of millions of people across the globe.

**We respect the communities we work in, and the wider environment** – By acting ethically, respecting human rights, requiring safe and secure workplace conditions across our supply chain, and helping protect our planet, we always try to do the right thing. We do not tolerate any form of modern slavery or human trafficking in our business or supply chain.

**We respect confidentiality and privacy** – We ensure all data is processed legally, ethically and securely. We protect our systems and use them appropriately because we know the data they contain is both sensitive and valuable.

We are committed to the responsible use of AI technologies, ensuring they are developed and deployed ethically, transparently and legally.

We protect our intellectual property and respect that of our clients, ensuring clear ownership and licensing terms.

**We respect the rules** – We comply with the letter and spirit of the law in all the countries in which we do business.

We comply with the ESOMAR Code of Conduct at all times.

We never bend the rules to win: No kind of bribery, corruption, facilitation of tax evasion or any other illegal and unethical practice is tolerated here.

We're scrupulous about doing the right thing: We avoid conflicts of interest and anti-competitive behaviour, comply with sanctions, actively prevent fraud and act appropriately in the giving and receiving of gifts.

**Third-Party Integrity** – We ensure that our suppliers, contractors, partners, casual and contingent workers uphold the same ethical and legal standards as Kantar.

**We respect your right to speak up if something isn't right** – We tackle any business or personal behaviour that isn't right without fear or favour regardless of role or level.

We'll actively support anyone that reports an issue with any business or personal conduct, as well as preventing any retaliation.



Protecting our:

People

Partners

Integrity

Information

World

Money



## 02

### Why is this all so important?

Sticking to our principles isn't just the right thing to do – it's vital to the continued long-term success of Kantar as we don't want to lose the reputation we all work so hard to build. And we want to provide you with the right guidance to protect yourselves as colleagues too.

To create the culture we strive for, our policies aren't just words on a page. We live them every single working day.

## 03

### If things aren't quite right ...

Everyone should feel comfortable about speaking up about things they experience – or see others experiencing – which don't fit with our working culture here at Kantar. Please speak to your manager, local HR or the 24-hour Kantar **Right to Speak service** – your concerns will be swiftly, comprehensively and confidentially investigated. And be reassured that nobody will be penalised or discriminated against for reporting any issues – we are here to support you.

#### Further guidance

If you have any questions or comments about anything in this document, please contact:

**Alison Gallagher**  
[alison.gallagher@kantar.com](mailto:alison.gallagher@kantar.com)

Alison is Kantar's Global Head of Compliance and is committed to ensuring that our Business Principles support and protect everyone in Kantar, enabling you to flourish and succeed.

Protecting our:

People

Partners

Integrity

Information

World

Money