

The way we work makes all the difference

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 all behave ethically, lawfully and with integrity.

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



01 Living the Kantar Business Principles

Respecting each other

Zero tolerance for bullying and harassment of any kind within our own organisation, or from those we work with. No exceptions, no excuses.

Providing equal opportunities

Race, religion, national origin, colour, sex, sexual orientation, gender identity or expression, age or disability... we don't care about labels, only individuals and their exceptional talents.

Acting sustainably and ethically

By acting ethically, respecting human rights, upholding workplace conditions, and helping protect our planet, we always try to do the right thing.

Respecting confidentiality

Ensuring all data is processed legally, ethically and securely and our systems are protected – because we care about privacy and confidentiality.

Maintaining financial integrity

We need to look after the

financials. No kind of bribery, corruption, tax evasion or any other illegal practice is tolerated here.

Being fair and transparent

Avoiding conflicts of interest, anti-competitive behaviour, preventing fraud, complying with sanctions, acting appropriately in the giving and receiving of gifts, and complying with the Esomar Code of Conduct at all times.

Complying with the spirit and letter of the law

It should go without saying that we act legally and ethically in all the markets in which we operate.

Calling it out

Tackling any business or personal behaviour that isn't right without fear or favour – whenever, wherever and whoever...

Having your back

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

02 Why is all this so important?

Sticking to our beliefs and principles isn't just the right thing to do – it's vital to the continued long term success of Kantar. Because 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 employees 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.

That's why we take this so seriously. 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.

[🌐 CLICK HERE](#)

Further guidance

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

Alison Gallagher 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. alison.gallagher@kantar.com

Protecting our:

People

World

Integrity

Information

Partners

Money