Ethical Marketing Policy

1. Purpose

B&M Care is committed to using our marketing practices as a force for good — promoting transparency, equity, and sustainability in how we communicate with our team, residents, families, customers and the wider community. This policy outlines the standards and ethical principles that guide the marketing and promotional activities of B&M Care. The goal is to ensure that all marketing practices are truthful, respectful, inclusive, and compliant with applicable regulations, while promoting the values and mission of our company.

2. Scope

This policy applies to all directors, employees, contractors, volunteers, and external agencies involved in creating, approving, or distributing marketing materials, including advertisements, brochures, websites, social media posts, and public statements.

3. Policy Principles

3.1 Honesty and Transparency

- All marketing materials must be truthful, accurate, and not misleading.
- Services offered, including their scope and limitations, must be clearly communicated.
- Claims must be evidence-based and substantiated.
- We will use our marketing data to shape care that reflects the real needs, values, and lived experiences of our residents and our communities.

3.2 Respect and Dignity

- All communications must reflect respect for the dignity and individuality of current and prospective residents and their families.
- Avoid any content that may be perceived as exploitative, sensational, or disrespectful.

3.3 Privacy and Confidentiality

- The privacy of residents, their families, and staff must be protected at all times.
- Written and informed consent must be obtained before using names, photographs, videos, or personal stories in any marketing or promotional materials.
- Consent forms must clearly state the intended use and duration of use.

3.4 Accuracy of Information

- All information shared must be regularly reviewed and kept up to date.
- Avoid exaggerations or unsubstantiated statements regarding the quality of care, outcomes, or amenities.
- Comparisons with other providers must be fair and based on factual, publicly available data.

3.5 Fairness and Inclusivity

- Marketing materials must be inclusive and non-discriminatory, respecting diversity in culture, gender, age, disability, religion, and other protected characteristics.
- We will endeavor to make materials available in various formats and where we feel this is in our interests to server the particular diversity of our customer base.
- we will prioritise sustainable marketing practices — including reducing our carbon footprint and minimising waste where practically possible.

4. Legal and Regulatory Compliance

Marketing must comply with all relevant laws and regulations, including:

- UK General Data Protection Regulation (UK GDPR)
- Advertising Standards Authority (ASA) guidelines
- The Care Quality Commission (CQC) regulations (UK-specific) or relevant local licensing/regulatory body
- Any applicable health or social care marketing codes

5. Roles and Responsibilities

- Director of Sales & Marketing: Oversees policy implementation and ensures compliance.
- All Staff: Must report concerns about marketing practices and ensure personal contributions follow this policy.
- External Agencies: Must adhere to this policy and submit content for review before publication.

6. Review and Updates

- This policy shall be reviewed annually or sooner if there are significant changes in regulations, operational practices, or the services provided.

Signed:

Angela L Hunt
Director of Sales & Marketing

Date: September 2025