



## Corporate Responsibility

ITV has always been committed to Corporate Responsibility (CR). Our objective is to ensure that we earn and retain the trust of our stakeholders by acting responsibly within the communities that we serve. We have identified our principal CR issues “on air” as responsible programming, responsible advertising, independent reporting, reflecting society and supporting communities. We identify our CR issues “behind the scenes” as supply chain management, fostering creative talent, our people, health & safety and protecting the environment.

We recognise that responsible corporate behaviour is important in creating long-term value for our shareholders. We recognise our influence upon society and impact upon the environment and will work to maximise the benefits and minimise the impacts.

### Aims

This CR Policy commits us to conducting our business ethically and in a way that is environmentally and socially responsible, incorporating our purpose and values into decision-making processes.

#### Our purpose:

To connect people; to back creativity; to act responsibly.

#### Our values:

- Customer-centred – we understand our customers and take risks to exceed their expectations.
- Inclusive – everyone acts as one to reach a shared goal.
- Bold – we encourage radical improvement through creativity and innovation.
- Respectful – we are open to everyone’s views and contributions and make sure they are in the best interests of ITV.
- Excellent – we want our channel to be the best, achieving the very highest standards.
- Committed – we take pride in what we do and want to make ITV the best.

### Policy

This policy applies to any activity undertaken by or on behalf of ITV plc and its group companies, and is developed around our material CR issues.

## Managing Corporate Responsibility

We will:

- establish an effective structure for managing CR issues, including a CR Operational Group with clear lines of reporting and broad representation from all company functions.

- produce an annual CR Report which will include any environmental, social and ethical issues which may have a significant impact on our business.
- strive to be a leader in CR, by committing resources to maximise the benefits from our business and minimise the negative impacts.

## **Corporate Governance**

We will:

- maintain the highest standards of integrity and corporate governance, including maintaining absolute integrity in all dealings with our shareholders;
- disclose all relevant information to shareholders in accordance with FSA rules and regulations. This is to enable investors to make an informed decision about whether to buy or sell ITV's shares.

## **ON AIR**

### **Responsible programming**

We are committed to programming which complies with Ofcom's Broadcasting Code, is impartial and fair and respects privacy while upholding freedom of speech and editorial integrity.

We will:

- comply with all applicable regulations relating to programming, in particular with the Ofcom Broadcasting Code;
- provide a quality service to our viewing customers;
- commit to deal with complaints quickly and appropriately and to take action when complaints are upheld;
- endeavour to ensure that children are not exposed to images, language and ideas that might be harmful to them;
- strive for editorial impartiality and accuracy;
- assess audience needs regularly to ensure they continue to be met;
- take great care to check the integrity of the information in the creation of programmes and news items, whilst ensuring our creative independence and freedom of expression;
- follow the guidelines on the content of programmes, including ethical issues, which are governed by our programme licences;
- maintain an impartial and balanced output of news programmes, education, information, opinion, music and entertainment, which reflects our audience's needs;
- acknowledge an individual's right to privacy as well as the sensitivity of certain data.

## **Responsible advertising**

We seek to be honest, fair and responsive in our relationship with advertisers and to comply with regulations designed to ensure the content and scheduling of advertising is appropriate.

We will:

- comply with the Advertising Standards Code;
- always be open to new information from our advertisers and viewers about what they want;
- seek to understand our advertisers' position, and to build good relations based on trust and good quality service;
- seek to keep an open dialogue with our advertisers about our products and services. In the specific event of any complaints from advertisers, we will consider their views carefully – and those of any employees involved – and if there are grounds for the complaint, we will seek to learn what we can do to improve service in future;
- treat our advertisers with integrity and aim to provide a reliable high quality service.

## **Independent Reporting**

We recognise the importance of producing balanced, informative, impartial news and documentaries. These qualities are also requirements of the Ofcom Broadcasting Code and we are committed to meeting these requirements.

## **Reflecting society**

We are committed to ensuring that our programmes and our workforce reflect and promote the diversity of the UK population.

We will:

- aim to ensure that our programmes are balanced and reflect, both in content and portrayal, the diversity of the national or regional communities in which they are broadcast.
- aim to employ a diverse workforce reflective of the UK population.

## **Supporting communities**

Media organisations such as ITV are in a unique position to inform and influence society in general. The programmes we create provide a social benefit to minority groups who may be less able to participate fully in society or the community.

We recognise our influence upon society and local communities as well as our impacts upon the environment and communities.

We will:

- work to maximise the benefits and minimise the negative impacts;
- have due regard to the influence that we may have on communities in the creation of programmes and to balance our schedules with programmes and campaigns to raise awareness of social, environmental and ethical issues amongst the public;
- not knowingly create programmes which are offensive to general public decency;
- support communities through donations to charities and sponsorship and encouraging staff to volunteer their time to good causes;
- support public awareness campaigns or other issues which benefit the public through our programmes and our own campaigns.

## **BEHIND THE SCENES**

### **Suppliers and contractors**

We rely on suppliers and sub-contractors for the quality and value of our programmes and other services. We will select and prioritise contractors on the basis of our Procurement Policy.

We will:

- treat all suppliers on a fair, honest and equitable basis;
- conduct our relationships so that there are no personal obligations, actual or implied, which might affect purchasing decisions;
- where possible, inform suppliers of future changes which might affect them at the earliest opportunity;
- abide by contractual provisions, provided that we are satisfied that the supplier has, as far as possible, provided the goods or services in accordance with the agreed terms and conditions;
- treat our suppliers equally and objectively based on price, quality and their integrity and reliability. This will include factors such as social, ethical and environmental performance;
- encourage our suppliers to adopt corporate responsibility as an integral part of their business and practice environmental and social stewardship;
- not accept favours or gifts from contractors or suppliers, which are given to influence our purchasing decisions. Gifts or entertainment of small value may be accepted where it is part of partnership building and can be reciprocated;

- ensure contractors adhere to our CR policy and procedures to minimise the risks during programme making.

## **Creative Economy**

We recognise our investment in the UK's Creative Economy through programme making and the related employment of all associated programme making personnel. We aim to organise and support initiatives to improve skills and training in our industry and to maintain a high level of original UK production from a diverse production base.

## **Our people**

We are compliant with all UK and European employment law and will recognise any new laws which are introduced. We will communicate details of any new legislation to our staff at the earliest opportunity.

We recognise the value of employee involvement and each business has its own Communication Group for consultation and information via elected employee representatives. We recognise the right of any employee to become a member of a Trade Union and, where there is sufficient employee support and there is recognition, we acknowledge the role of Trade Unions in collective bargaining.

We will:

- endeavour to select the best people to work within our company without regard to gender, ethnic background, religion, disability, age, marital status or sexual preference.
- provide our staff with suitable training according to their role and responsibilities.
- provide staff with a fair remuneration with respect to their responsibilities and reward staff for exceptional work.
- support and respect international human rights within our sphere of influence.
- not use forced or child labour and endeavour to ensure that this principle applies to our suppliers and contractors. There is a very specific exception to this in respect of child performers engaged in the production of television programmes. Such employment of children is very strictly regulated in the UK and we comply with the current regulations. Industry-wide guidance on working with child performers within the regulations is produced by Producers Industrial Relations Services Ltd, and promoted within ITV by our casting departments, along with internal guidance.
- not use confidential company information for personal gain or the gain of individual family members.
- not tolerate sexual harassment or offensive behaviour within the workplace.

We have codes of conduct in place which apply to all staff, and we aim to ensure compliance with these policies at all times. The policies include, but are not limited to, the following areas:

- Alcohol and drug misuse,
- Code of Conduct,
- Dealing with Inside Information,
- Disability,
- Equal opportunities,
- Flexible working,
- Grievance,
- Harrassment,
- HIV/Aids,
- Impartiality and Political Thinking,
- Information and Consultation,
- Procurement,
- Share dealing and disclosure,
- Stress,
- Volunteering, and
- Whistleblowing.

## **Health and Safety**

In addition to the considerations about the impact of the content of our output on viewers and the general public, we recognise our responsibility to take due consideration of our stakeholders when making and transmitting a programme and are committed to protecting the health and safety of all individuals affected by our activities.

We will:

- ensure the health and safety of our work force, contractors and freelancers;
- assess and minimise the potential impact and disruption to local communities when producing programmes both in the studio and on location;
- undertake risk assessments for all production to manage exposure to hazards;
- adhere to our Health & Safety Policy and associated Management System, which outlines our commitment to Health & Safety in greater detail.

## **Environment**

We recognise that our business has an impact on the environment and aim to minimise this impact at all times.

We will:

- manage our business to minimise our impact upon the environment having due regard to our business objectives;

- aim to improve our environmental performance by setting objectives and targets;
- adhere to our Environment Policy and associated Management System, which outlines our commitment to the environment in greater detail.