



Conduct and Standards Guidelines for On Screen Personalities

ITV's success is built on the passion, hard work and creativity of our people and their pride in what we do and the positive impact we have. That is why we are committed to the care we take in the physical and mental health of everyone we work with. This is our highest priority.

We have always made clear the sorts of behaviours we expect of everyone who works with ITV, and that includes on screen talent. ITV's Code of Ethics and Conduct sets out ITV's values and expectations and is part of everyone's contract with ITV.

Our on screen talent are the centre of our shows. Because of that their behaviour can have a disproportionate impact on those around them – especially more junior colleagues. A word of praise can make someone's day while a terse word can ruin a person's week.

That is why it is so important that everyone working with ITV considers the impact of everything they say and do. In particular it is expected that you:

- treat everyone in the manner in which you expect to be treated - with dignity, politeness and respect
- praise colleagues to recognise great performance where it is merited
- if something is not working well, raise issues courteously and politely to senior management - it is never acceptable to adopt bullying behaviour to achieve an objective
- support a collaborative and inclusive environment for all colleagues on and off air
- always think before you act to avoid your behaviour having a negative impact on colleagues, especially more junior colleagues

Inappropriate behaviour will always be acted upon, and in the most serious cases may lead to the termination of ITV's relationship with the individual concerned.

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