

ITV Public Policy Engagement Statement

ITV's approach to public policy engagement

ITV engages with a range of stakeholders involved in policy-making - including politicians, civil servants and regulators - on issues of relevance to ITV as a business, and as a public service broadcaster. ITV is committed to engaging with government and public decision-makers transparently, accountably, responsibly and ethically.

Transparency

ITV outlines its engagement with elected members, government and regulatory officials in its Annual Report & Accounts. This can include responding to consultations published by government departments and regulators (and the publication of our responses, in whole or in part, where commercial sensitivities allow), appearances before select committees, parliamentary groups and various policy panels, attendance at Party Conferences, or the hosting of events such as ITV's All-Party Parliamentary Group (APPG), the Conservative Arts & Creative Industries Network, Labour Creatives, the ITV Summer Parliamentary reception, or Parliamentary dinners in ITV news regions.

Anti-bribery and corruption

It is ITV's policy to conduct all our business in an honest and ethical way and in compliance with all applicable laws and regulations. We take a zero-tolerance approach to bribery and corruption and are committed to acting professionally, fairly and with integrity in all our business dealings and relationships wherever we operate, as well as implementing and enforcing effective systems to counter bribery and corruption.

Training

All ITV staff, contractors and freelancers complete mandatory training on a range of issues, including on our Code of Ethics & Conduct, Anti-Bribery & Corruption and Economic Crime.

Political activities and donations

A vital part of ITV's reputation as a leading broadcaster and producer is our impartiality and freedom from bias. We therefore ensure that our dealings with governments, political parties and political candidates are appropriate and not perceived as favouring one group or cause above any other.

Any political activity and participation in electoral politics by ITV colleagues must occur strictly in an individual and private capacity and not on behalf of ITV. Colleagues may not use company time, property, equipment or funds to conduct or promote personal political activity and must not suggest that their personal views are representative of, or supported by, ITV.

It is ITV's policy not to make cash contributions to any political party. However, within the normal activities of the Company's national and regional news-gathering operations, there may be occasions when an activity might fall within the broader definition of 'political expenditure' contained within the Companies Act 2006. Shareholder authority for such expenditure is given at ITV's AGMs, with any such payments made by the Group reported in the Annual Report.

Trade associations

ITV also engages in public policy issues indirectly, via trade associations and other industry bodies, where their aims and ethics align with those of ITV. Examples of such bodies include the Advertising Association, Thinkbox, the European Broadcasting Union (EBU), the European Group of Television Advertising (EGTA), and the Association of Commercial Television and Video on Demand Services (ACT). A number of ITV employees are also Directors of the Broadcast Committee of Advertising Practice (BCAP), the rule-setting body for TV advertising in the UK, overseen by the Advertising Standards Authority.

Please view ITV's latest Annual Report & Accounts and Social Purpose Impact Report on the [ITV plc website](#), alongside ITV's Code of Ethics & Conduct and Anti-Bribery Policy.