



Ethical Marketing Policy

Last updated 1st October 2024

Policy Brief & Purpose

As a purpose driven brand and business, to inspire and preserve happiness sits at the heart of The Ice Cream Farm business and is reflected in everything we do – including our marketing.

We aim for empathetic, honest, and sustainable marketing; treating visitors with respect and focusing on long term growth, reputation and building strong relationships with our community and individual visitors to achieve our vision and provide authentic digital content.

This policy statement lays out the ethical marketing practices we follow at The Ice Cream Farm and the commitments we have made to ensure that our team meet the ethical standards of our industry.

Our Commitments

Through everything we do 'Inclusive' is at the forefront, with our commitment to empathetic, honest, and sustainable marketing for our own campaigns and for partners driven projects.

Below is each aim and our commitments we follow in all marketing provided onsite and digital based.

Empathetic

- All marketing efforts aim to provide genuine value to our target audience to earn their attention and their trust.
- We make efforts to understand the customer experience. We take time to dive into each step of their journey so we can better understand what they may want or need to know during each part of their visit.
- We keep a consistent pulse on our visitors wants, needs, and pain points to show we understand what the current climate is like and how we can assist them. For example, with the cost-of-living crisis we will show visitors ways in which we can help their money go further.
- We have a 'Charity of the Year' who's mission we talk about and let our audience know where they can access their services if they need support or feel passionate about the cause.

Honest

- Never use doctored reviews to promote The Ice Cream Farm
- We never falsely advertise our products – the way in which they are presented on imagery is the way in which they are served. This includes weights and measurements of products served.





- We build authenticity by sharing 'real life' customer reflections of their experiences at The Ice Cream Farm, after seeking approval to share.
- We openly admit our mistakes and show that we recognise them and work with the visitor to come to a solution.
- Sale prices for products and promotions are always genuine mark downs from the original selling price.

Sustainable

- We look at the products we promote and ensure that they are made in sustainable production conditions.
- We are in communication with our stakeholders to let them know the messages we want to present to our audiences so that we are promoting the same message.
- We cross-reference key messages in other campaigns to ensure consistency.
- We don't encourage printing of tickets for the site, customers can show e-tickets on arrival for entry to the site and events.

How we work

To make sure our marketing is following the commitments outlined above we always ask ourselves the following questions when planning and executing a marketing campaign or advertising:

- Are we clearly communicating our product or experience's value without exaggerating or misleading our key audiences?
- Is the use of the data we hold only used in legal or legitimate interest basis when communicating via email?
- Can our previous work and campaigns to source inspiration and innovation for new ideas and build knowledge of successes and downfalls?
- Is our business model easy to understand for the customer?

Reject Green washing and impact washing

Impact washing and greenwashing happens when a business exaggerates their positive impact to gain a marketing advantage or uses "feel good" marketing to cover up or distract from negative outcomes that their core business model is having in other areas- usually socially or environmentally.

We commit to being fully honest and transparent about the social and environmental impacts of our business.



Cultural Sensitivity in campaign creative

Many marketing campaigns and messages have potential to be insensitive. It takes a combination of self-awareness and inclusion of others in the creative process to avoid marketing campaigns that are insensitive.

We aim to follow the below to ensure we provide cultural sensitivity in all marketing campaigns:

- We advise our employees to understand and appreciate others' viewpoints and backgrounds.
- Listen to the needs of customers and make all reasonable efforts to monitor and improve satisfaction on an ongoing basis.
- Value individual differences and avoid stereotyping customers or depicting demographic groups e.g., gender, race, sexual orientation in a negative or dehumanising way.
- Controversial images – make sure images used from other cultures/ countries are accurate.

Permission- Based Email Marketing

The term “permission marketing” describes marketing ‘where the recipient of the marketing messages provides permission to receive marketing materials’.

We are committed to:

- Being GDPR Compliant and audited
- Maintaining the trust of email lists by continuing to offer value and restricting messaging to content related to what the original opt-in intended.
- Offering the recipient to unsubscribe on email newsletters at any time.
- Not selling any collected data onto a 3rd party

Ethical Digital Advertising

The Ice Cream Farm is committed to ensuring the accuracy and ethics of the content we promote through digital advertising.

Aside from considering the accuracy and honesty of the content, we must also consider the ethics of the targeting approach.

Digital advertising brings its own unique set of ethical issues related to data privacy. Facebook, Google, and many other digital media companies have developed sophisticated tracking technologies to understand, profile, track and target users online so that their paying advertisers can reach their exact target audience via their digital advertising products and services.

Our approach to ethical advertising is included in our aims above under the headings ‘empathetic, honesty and sustainable’.



Questions and feedback

With the ever-growing industry we can expect ethical marketing practices to evolve along the way. Technology and marketing practices will have different ways to discover, reach and engage audiences.

This policy will be monitored and amended through these changes and we will update practices accordingly.

We always strive to do the right thing for our customers and adhering to these ethical practices is part of that work.

If you have any questions or feedback to share that will help us do better, we encourage you to contact us on 0800 133 7000 or email in at info@theicecreamfarm.co.uk.

