

ETHICAL MARKETING COMMITMENT

Southern Design Group requires all marketing and promotional activities to be accurate, ethical, and not misleading, and to uphold the company's reputation and legal obligations. Accordingly, the following principles apply:

- All marketing communications must be truthful, accurate, and not misleading or deceptive.
- Claims about products or services must be substantiated by reliable evidence and never exaggerated.
- Marketing must comply with relevant laws, advertising standards, and industry codes (e.g., the Australian Association of National Advertisers (AANA) Code of Ethics).
- Marketing must respect cultural sensitivities, avoid stereotypes, and not exploit vulnerable audiences.
- Customer data must be collected, stored, and used in accordance with the Privacy Act 1988 (Cth) and Southern Design Group's Privacy Policy.
- Marketing activities must reflect Southern Design Group's commitment to sustainability and avoid greenwashing or impact washing.

TRUTHFUL AND ACCURATE MARKETING

Claims about products must be substantiated by reliable evidence, such as product testing or technical data.

Example: If a product has been fire-rated to meet Australian Standards (e.g., AS1530.4:2014) and rated to withstand fire for up to two hours, marketing should reference this certified result rather than a vague claim such as "this is fire rated."

TRANSPARENCY IN COLLABORATIONS AND ADVERTISING

Paid advertising across digital channels, including Google Display Ads, Google Search, and social media platforms, must be clearly identified as sponsored in line with platform disclosure standards. Collaborations with partners must be documented in a written agreement specifying deliverables, with appropriate attribution:

- Photographer or designer credits must be displayed where required by contract.
- Photography commissioned or purchased by Southern Design Group may only be shared with partners if owned by Southern Design Group or under a valid license.

Example: In exchange for product, deliverables such as imagery, copy, testimonials, or social media posts should be disclosed with the statement "In collaboration with" or hashtag "#collaboration."

CLARITY AND ACCESSIBILITY

Marketing materials should be clear, easy to understand, and free of confusing jargon.

AVOIDING MANIPULATION & EXPLOITATION

Marketing must not exploit vulnerable audiences or use manipulative or discriminatory tactics. Cultural sensitivity must be observed.

Example: Advertising should avoid implying that a customer's home is unsafe unless they purchase our products; instead, focus on genuine security features and quality assurance.

RESPONSIBLE USE OF CUSTOMER DATA

Marketing activities involving customer data must comply with relevant privacy laws (e.g., Privacy Act 1988 (Cth)) and the Privacy Policy.

Example: If a customer downloads a lookbook without subscribing to a newsletter, their email may only be used for the stated purpose (e.g., access to the lookbook), not for unrelated marketing campaigns.

SUSTAINABILITY AND AVOIDING GREENWASHING / IMPACT WASHING

Marketing must reflect Southern Design Group's values and commitment to sustainability and responsible sourcing. Claims must be truthful and substantiated. Southern Design Group will avoid exaggerating positive social or environmental impacts to gain marketing advantage or obscure negative outcomes. Steps to prevent greenwashing and impact washing include:

- reporting data and outcomes accurately, supported by evidence,
- communicating honestly about promises, progress, and expected results,
- ensuring social impact initiatives reflect the genuine mission, vision, and values, and
- avoiding the use of initiatives to divert attention from negative social or environmental issues.

Example: If a product is made with FSC-certified timber, marketing should state precisely "this product is crafted from FSC-certified timber" rather than broadly calling it "eco-friendly."

COMPLIANCE WITH LAWS AND INDUSTRY CODES

Marketing practices must comply with applicable laws, advertising standards, and industry codes (e.g., Australian Association of National Advertisers (AANA) Code of Ethics). Marketing campaigns should be reviewed regularly to ensure continued ethical alignment and public trust.

Example: Before promoting a new fire-rated product, confirm current certification to AS1530.4:2014 and use only approved claims in brochures and online listings