



NEW LEAF PAPER®

Ethical Marketing Policy

Our foundational beliefs around honesty and transparency apply to how we market our products and services and communicate with users. Personal data should never be exploited and taken advantage of by marketers to attract attention. We focus our marketing efforts and strategies on providing genuine value to the target audience to earn their attention and trust. This ethical marketing policy describes the practices we follow and the commitments we have made to assure that we are meeting or exceeding the highest standards of our industry.

We commit ourselves to honesty in all of our marketing projects. We never use dishonest marketing tactics, including false advertising, such as misrepresenting or exaggerating New Leaf Paper's values and advantages of our products and services; fake or manipulated reviews and testimonials; inflated or inaccurate analytics or results.

To guarantee our efforts meet the highest ethical standards, we constantly ask ourselves the subsequent questions:

- Do we honestly describe our products' and services' values and benefits using appropriate and accurate language?
- Do we support claims/certifications with transparency?
- Is any of our advertisements or messaging misleading or exaggerated?
- Do we correctly quote our users when posting reviews or testimonials of our products and services?

Consent-Based Email Marketing

When using email marketing, we ensure that all recipients have opted in to receive marketing messages from us. Our email marketing focuses on providing value to the recipient through free content.

Commitment to Rejecting Impact Washing/Green Washing

Impact washing/Greenwashing occurs when a company makes claims that exaggerate their positive outcome without actually making demonstrable positive social or environmental impact. Companies do that to gain a marketing advantage, cover up or distract from adverse developments in other areas.

We commit to rejecting this practice. We will not exaggerate our positive impact to gain a marketing advantage or distract from any socially or environmentally adverse effects.

We commit to Ethical Digital Advertising by ensuring that the content we promote through digital advertising is honest, accurate, and ethical.

We promise that we are:

We are always making valid claims about our products or services.

We Commit to Cultural Sensitivity

Questions and Feedback

We will update our practices along with the development of technologies and the best market standard. If you want to learn more about our approach to ethical business practices, provide feedback or file a complaint, please do not hesitate to contact us via email: Shannon@newleafpaper.com.