

Ethical Marketing, Advertisement, and Customer Engagement Policy

At JGA Recruitment Ltd, we are dedicated to conducting our marketing, advertising, and customer engagement activities with the utmost standards of ethics, integrity, and professionalism. Our reputation is founded on trust, and we believe that ethical conduct is paramount to maintaining that trust with our clients, candidates, and stakeholders. This policy outlines our principles and guidelines for ethical marketing, advertisement, and customer engagement.

1. Transparency and Honesty:

- a. We will consistently provide accurate and truthful information in our marketing materials and advertisements.
- b. We will clearly disclose any pertinent information, such as fees, terms, and conditions, to our clients and candidates.
- c. We will refrain from engaging in misleading or deceptive practices in all our communications.

2. Respect for Privacy:

- a. We will honour the privacy of our clients, candidates, and stakeholders and will handle their personal information in accordance with applicable privacy laws and regulations.
- b. We will obtain consent before using any personal information for marketing purposes and will provide individuals with the opportunity to opt-out of receiving marketing communications.

3. Fair Competition:

- a. We will engage in fair and ethical competition in the marketplace and will avoid practices that undermine the integrity of the recruitment industry.
- b. We will not make false or disparaging statements about our competitors and will abstain from participating in any form of unfair or unethical competition.

4. Compliance with Laws and Regulations:

- a. We will adhere to all relevant laws, regulations, and industry standards governing marketing, advertising, and customer engagement activities.
- b. We will periodically review our practices to ensure compliance with evolving legal and regulatory requirements.

5. Professionalism and Integrity:

- a. We will conduct ourselves with professionalism and integrity in all interactions with clients, candidates, and stakeholders.
- b. We will uphold high ethical standards in our relationships with clients, candidates, and colleagues, treating everyone with respect and fairness.

6. Social Responsibility:

- a. We will take into account the social and environmental impacts of our marketing and advertising activities and strive to mitigate any negative effects.
- b. We will support initiatives that promote diversity, inclusion, and social responsibility within the recruitment industry.

7. Continuous Improvement:

- a. We will regularly assess and refine our policies, practices, and training programmes to ensure sustained adherence to ethical standards.

- b. We will welcome feedback from clients, candidates, and stakeholders to identify areas for improvement and implement appropriate measures.

Implementation and Enforcement:

This policy applies to all employees, contractors, and agents of JGA Recruitment Ltd. Breaches of this policy may result in disciplinary action, up to and including termination of employment or contract. Employees are encouraged to report any suspected breaches of this policy to their manager or the designated compliance officer.

Conclusion:

At JGA Recruitment Ltd, we are committed to upholding the highest standards of ethics and integrity across all aspects of our business. By adhering to the principles outlined in this policy, we will continue to build trust with our clients, candidates, and stakeholders, contributing to the positive reputation of our organisation and the recruitment industry as a whole.