

1. We put the person before the sale.

We respect you and your privacy.
We will help you make the best choice
for your needs, not ours.

2. We communicate inclusively, truthfully, and clearly.

We will not confuse you or hide
information from you.
We will help all audiences feel welcome.

3. We take responsibility for our part in changing the marketplace.

We recognize the need to break the cycle
of consumerism. We will continuously review
our sales and marketing to ensure
they benefit the common good.

We count on you to hold us accountable.
Please connect with us if you see us
not honouring our pledge.

