

Guidelines for responsible marketing

SpareBank 1 SMN

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- Our marketing conforms to good marketing practices and complies throughout with applicable laws, regulations, guidelines and industry standards that are relevant to our area.
- Our marketing activities comply with the bank's code of conduct.
- Products and services are marketed in a way that makes customers aware of both the advantages/opportunities and disadvantages/limitations involved.
- We apply the precautionary principle in all communication with the market. We maintain a high awareness of ethics and of our moral responsibilities when marketing the bank's products and services.
- Our marketing is particularly attentive to vulnerable groups and will never target such groups with products that may increase their vulnerability, for example by offering credit cards or consumer loans to customers carrying a high level of unsecured debt.
- Particular care is taken in marketing directed at children and young people.
- All our data-based communications activities comply with the rules governing marketing and personal data protection and are in line with the consent given by the individual customer.
- A framework is to be established in-house to document marketing activities by means of personal data. This framework will be used in all instances, and assessments of the respective activities will be documented using a special form. The legal department will be consulted on any issues of a problematic nature.
- We will protect customer privacy in line with the bank's data protection policy.
- Use of artificial intelligence and advanced data analysis will conform to the applicable rules, relevant industry norms, and general standards for ethical and proper use of artificial intelligence and advanced data analysis.
- Our content marketing is designed to build long-term relationships. To this end we create relevant, useful and credible content geared to customers' different life phases.

- When using advertising products for marketing, sponsorship or event purposes, the departments use the bank's purchasing policy as a guide throughout.
- When profiling the bank's sustainability drive, we take great care not to 'greenwash' our products and services to make them appear better than they are. Marketing and promotion of our sustainability message are both based on fact.
- Our communications about sustainability seek – in terms of their content and aims – to motivate, support, and facilitate sustainable choices by, our customers.
- Our sponsorships focus throughout on ensuring that those we sponsor strive to incorporate good sustainable solutions into their activities. This is a requirement for sponsorship from us. Our sponsorship work also features a specific focus on social exclusion of children and young people.

Responsibility for the bank's marketing guidelines rests with the bank's head of marketing and digital sales, head of branding and the bank's marketing managers.