

COCKTAILHIRE

Ethical Marketing Policy

1. Purpose

Cocktailhire is committed to ethical, responsible, and transparent marketing practices that reflect our values and support responsible alcohol consumption.

2. Scope

This policy applies to all marketing, advertising, promotional activity, social media content, and communications produced on behalf of Cocktailhire.

3. Responsible alcohol marketing

Cocktailhire ensures that its marketing:

- Does not encourage excessive or irresponsible drinking
- Does not target or appeal to under-18s
- Does not portray alcohol consumption as essential to success, wellbeing, or social acceptance
- Reflects modern sobriety principles, including inclusive low- and no-alcohol options

4. Accuracy and transparency

All marketing communications must be:

- Honest and accurate
- Clear about the services provided
- Free from misleading, exaggerated, or unsubstantiated claims

5. Respect, inclusion, and brand safety

Marketing content will not:

- Contain discriminatory, offensive, or harmful material
- Exploit vulnerable individuals or groups
- Undermine client or brand values

6. Use of images and content

- Images and video are used responsibly and with appropriate consent
- Individuals are not depicted in a way that promotes unsafe behaviour
- Client confidentiality and brand guidelines are respected

7. Social media conduct

All social media activity must align with this policy and reflect Cocktailhire's professional standards and values.

8. Continuous improvement

This policy is reviewed annually to ensure alignment with legislation, advertising standards, and industry best practice.