



Business ethics

Our Code of Conduct

Something **Big**

A message from our CEO



As a certified B Corp, Something Big, is part of a global movement to make business a force for good in the world.

Our values have always driven the way we behave so it's appropriate that they lead the sentiment of our ethical code of practice, laying out how we all behave, in the good times and the hard ones. Together, as businesses and as individuals we all have the power (and the responsibility) to turn our words into actions and take care of each other, our communities, and our planet.

I feel passionately that the world requires us all to step up and hold ourselves to account for meeting the highest of moral and ethical standards in order that we can protect our future and I hope that you can join me in this quest to make the world a better place.

Sally Pritchett
CEO, Something Big

“

*Helping talented
people do great
work for ambitious
clients working in
good businesses
that make a
difference to our
society and world.*

”

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Introduction

At Something Big we've made a commitment to our people, our planet and our profit in equal measure. We work hard to thrive but not at any cost. Our ethical code lays out how we behave, as employers, as employees and as citizens of our communities. We see the principles of this code as the non-negotiable minimum standards, and we expect everyone that works with us (including our clients and supply partners) to uphold the most ethical standards.



Ethical principles and our values

We believe that we all have a responsibility to behave with integrity, honesty and the highest of moral and ethical standards.

We have laid out our values as an organisation and use them to help lead our day-to-day behaviour and decision making.

Code of conduct

We believe in fairness, and always **do the right thing**, we're respectful and always honest. We celebrate our individuals and work hard to support each other because we're **team players**. We **get excited**, we love what we do and don't apologise for being passionate. We're high performers, **always on our game**, we hold ourselves accountable for our actions. We add value, leaning on our growth mindsets to always try and **make it better**. And we give ourselves permission to fail so that we can stay curious and always learn.



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Getting help and speaking up



Decision making and the code of conduct

How we guide our decision making:

- Is my decision consistent with Something Big's Ethical Code?
- Does my decision reflect Something Big's values?
- Does it respect the rights of others?
- Could my decision appear unethical to a stakeholder outside of the company?
- Could my decision be reputationally damaging to Something Big?
- Do I know and understand the relevant laws or regulations on this topic?

Speaking up

Something Big actively encourages all of its team to be curious, ask questions and raise any issues that they believe go against our values, without fear of retaliation.

By asking questions and raising concerns we can all do the right thing to help us to stop or prevent anything that doesn't 'feel' right and doesn't fit with our Ethical Code. We are committed to treating reports seriously and investigating them thoroughly.

How we treat one another

Diversity and inclusion

We are on a proactive journey to make a positive contribution towards overcoming the challenges of discrimination, reducing bias in communications and increasing diversity and inclusion.

These aren't just words, as a team we've developed an action plan with tangible actions and milestones, from increasing our knowledge, awareness and understanding of under-represented groups, to increasing our accessibility and inclusivity capabilities and increasing the diversity in our team.

We know it's a long journey, which may never end, but we're committed and determined to keep going.

- Something Big is committed to achieving a working environment which provides equality of opportunity and freedom from unlawful discrimination on the grounds of race, sex, pregnancy and maternity, marital or civil partnership status, gender reassignment, disability, religion or beliefs, age or sexual orientation.
- We aim to remove unfair and discriminatory practices within our business and to encourage full contribution from its diverse community.
- We are committed to actively opposing all forms of discrimination.
- We aim to provide a service that does not discriminate against anyone accessing our services and we believe that all employees, supply partners and clients are entitled to be treated with respect and dignity.



Our diversity, equality & inclusion mission

To make Something Big an inclusive environment where all feel safe, valued and respected, and where we create diverse, inclusive and authentically representative work.

Our four areas of action are:

1.

Grow and maintain our awareness

We are committed to the continual improvement of our knowledge and awareness around diversity, inclusivity, equity and belonging. We actively provide training and development opportunities on an ongoing basis, encouraging our team, suppliers, partners and customers to use a growth mindset and be on a constant learning journey.

2.

Ensure our work is diverse, inclusive and authentically representative

As a creative business we have a responsibility to ensure the work we produce positively impacts the DEI agenda. We conduct DEI reviews throughout the project lifecycle and seek external cultural insights and guidance where suitable. We are constantly learning and evolving to ensure our work is diverse, inclusive and authentically representative.

3.

Cultivate and support a diverse team, supplier list and freelance community

For our business to be the best it can be, we know that we need diversity of thought from people with different lived experiences from many walks of life. We are actively working to attract and retain a diverse team, partners and supplier list.

4.


Foster a sense of inclusion and belonging across our team

We want Something Big to be a place where everyone feels included, celebrated, and like they truly belong. We are committed to creating a psychologically safe workplace where everyone feels empowered to speak up and share their perspectives.



Bullying and harassment

Something Big believes providing a stimulating and supportive working environment will enable our team to fulfil their personal potential and creativity. Such an environment cannot exist where any person is subjected to harassment, intimidation, aggression or coercion.

- We are fully committed to the principles of equality and diversity in the workplace and regard harassment as a form of discrimination. As such, we will not tolerate any form of bullying or harassment.
 - We will treat all complaints of harassment and bullying seriously and will investigate them promptly and in confidence.
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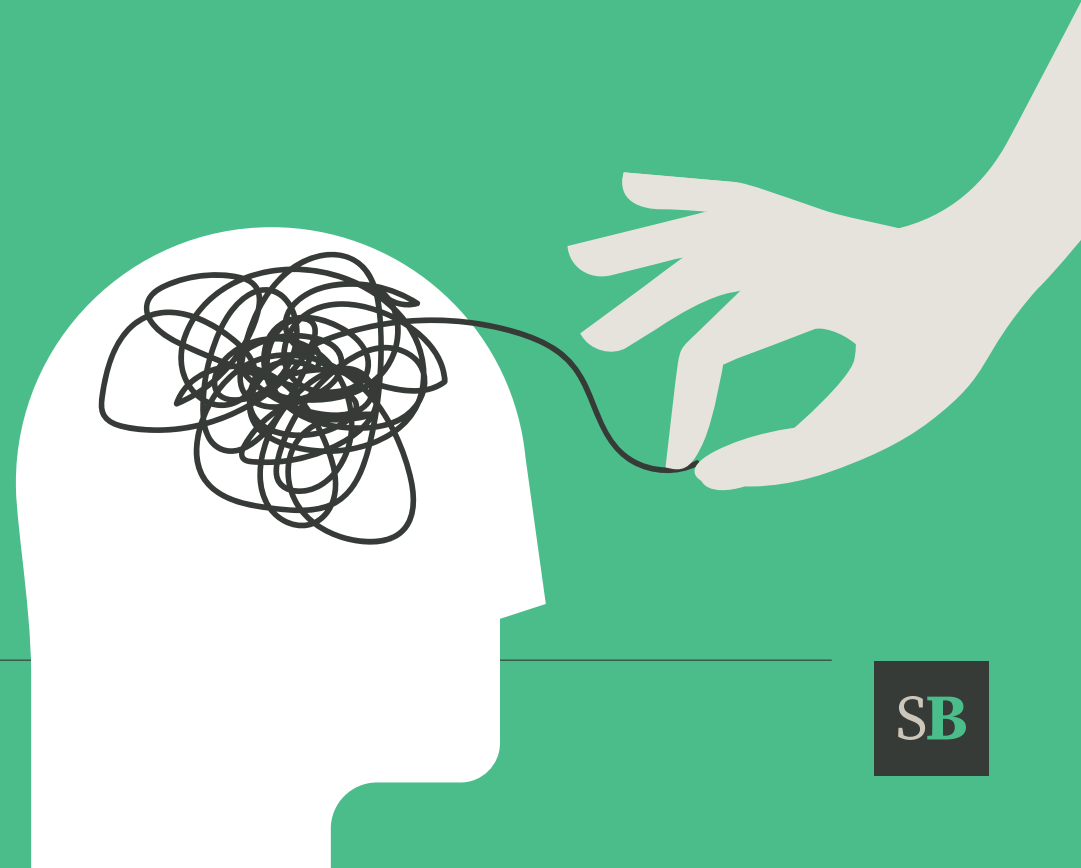
Wellbeing

The global pandemic taught us not only how important life is but also how fragile our health can be. Whether your business is digitised, automated or a service led organisation, we believe it's your people that make you stand out, move forward and succeed. And unlike robots, as humans we have to look after our health and wellbeing, physically and mentally. From reducing the mental health stigma to ensuring everyone in the team feels valued and connected, we work hard to stick together as a team, being kind and living our values, because we know that, that's how we do our best work.

- We make sure that whether our team are working from home or our offices that they have a physical environment that supports their wellbeing.
- We are committed to remaining actively focused on supporting the mental health of our team, including providing management training and guidance for all on maintaining positive mental health.
- We are committed to ensuring our team have good work life balance, can rest and switch off when not working and are provided the flexibility and empowerment to work in a healthy way.

Our health & wellbeing mission

To make Something Big a healthy environment, where our mental, physical, and emotional health and wellbeing is prioritised, valued, and protected.



Our four areas of action are:

1.

Strive to achieve a healthy workplace

For us to be a successful business, we need to be a workplace where our staff can thrive. We are committed to having a work environment where the physical, mental, and emotional health of our team is cared for and is central in our decision making. Through ongoing workload monitoring, job design and organisational culture we will continually adapt the way we work so that we best support the health and wellbeing of our team.

2.

Continue to increase education, empathy, awareness and support for health and wellbeing challenges

We actively provide our team with training and regularly raise awareness around health and wellbeing challenges and issues. We are committed to creating an ongoing open and honest dialogue about health and wellbeing. We will continue to tackle the stigma around talking about health issues, both within our team and the communities that we are a part of. Our senior team members lead with compassion and create meaningful connections with their teams.

3.

Create and maintain a culture of psychological safety

Psychological safety is the belief that you won't be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes. A psychologically safe environment is crucial for mental and emotional wellness, as well as creativity and innovation. We actively create and fiercely protect our teams right to bring their whole and true selves to work.

4.

Maintain a structured approach to identifying, tracking, and supporting health and wellbeing issues

To support our staff most effectively we measure their physical, mental, and emotional wellbeing through optional and confidential surveys. By doing this we can understand their challenges and dedicate our resources to the areas that will have the biggest impact. We track the effectiveness of our efforts around health and wellbeing based on the feedback and experiences of our team.

Modern slavery, child labour and human rights



We are committed to preventing modern slavery, forced labour, human trafficking or child labour affecting any part of our business. Something Big is vehemently opposed to the use of slavery in all forms; cruel, inhuman or degrading punishments; and any attempt to control or reduce freedom of thought, conscience and religion.

At Something Big we ensure that our team, agents and contractors are entitled to their human rights as set out in the Universal Declaration of Human Rights and the Human Rights Act 1998.

We will not enter into any business arrangement with any person, company or organisation which fails to uphold the human rights of its workers, or who breach the human rights of those affected by the organisation's activities.

We require all of our team engaged in the process of selecting suppliers to conduct reasonable checks and due diligence to ensure that modern slavery and human trafficking does not affect any supplier or partner, or their supply chain.

Human rights

As you would expect we are committed to and abide by the Universal Declaration of Human Rights and the Human Rights Act 1998. We believe that all employees should be aware of the terms and conditions of their employment from the outset. In particular the wage that they receive, when and how it is to be paid, the hours that they must work and any legal limit which exists for their protection and any overtime provisions. Employees should also be allowed such annual leave, sick leave, maternity / paternity leave and other leave as is allowed by legislation as a minimum.

Freedom of association

We do not prevent any of our team from joining or forming a staff association or trade union, nor should any employee suffer any detriment as a result of joining, or failing to join, any of these types of organisation.



Community matters



Community support

We embrace the **Mary Portas** premise that no business is an island and understand that if we work together as a community we are stronger. As an active and leading part of the business community, we share our skills with the next generation through paid internships and inspire other businesses through speaking engagements, hosting webinars, and appearing on podcasts. We give more than we take back in the knowledge that when others succeed, we succeed too.

You can read more about how we contribute to our community in our **annual report**.





Environment and sustainability

Our planet needs us more than ever. As consumers, as businesses and as individuals we all have the power (and the responsibility) to turn our words into actions. And that's exactly what we're doing at Something Big.

We're stepping up to our sustainability responsibilities by taking positive action. We've reviewed and developed our business policies and practices to reduce our carbon impact and are working with organisations like **Planet Mark** and **B Corp** to keep ourselves on track and continuing to move forward.



Our sustainability mission

To make Something Big a sustainable business that has a positive impact on our environment and humankind, raising our voice against the climate crisis and doing our bit to protect our planet for future generations.

Our four areas of action are:

1.

Reduce our impact on the planet

Our planet needs us more than ever. With the help of Planet Mark, we are committed to measuring our impact on our world, and to annually reducing our carbon emissions. Supported by Ecologi, we are proud to lead a climate positive workforce, offsetting our teams entire carbon footprint, both at work and at home.

2.

Maintain the highest of ethical and sustainable business practices

We don't just want to do business, we want to do good business. We are proud to be B Corp Certified, meaning we are legally committed to bringing benefit to all our stakeholders: employees, customers, suppliers, communities, and the environment. We are committed to constantly increasing our awareness around sustainability, and using this insight to help our customers, teams, suppliers and communities to make the most sustainable choices.

3.

Raise our voice to protect our planet

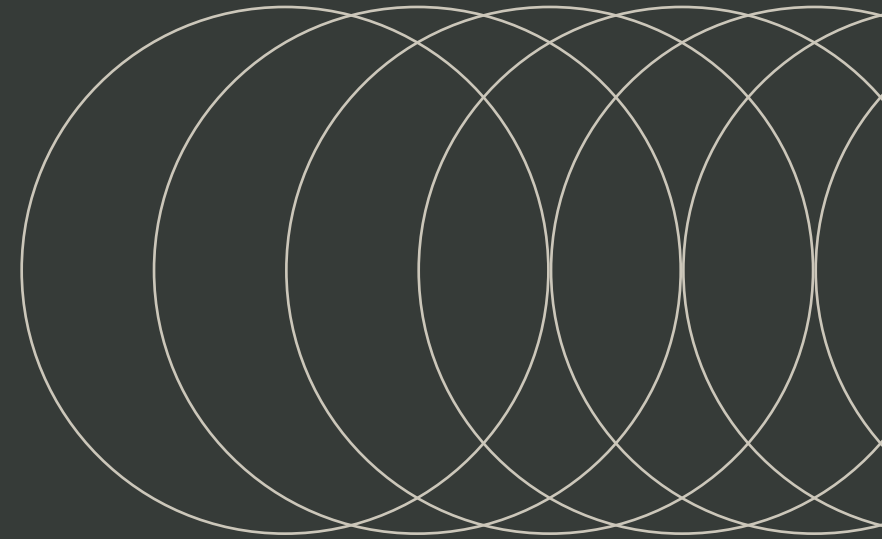
We must win the race against climate change. As a business we're doing what we can to reduce, mitigate or eliminate our impact on the planet, but as creative communications agency we're also making it our responsibility to raise our voice, lead by example, and loudly protect our planet.

4.

Sustain a structured approach to our focus on supporting our people, community and planet

As a B Corp Certified business, we have a responsibility to create a structured approach to focusing on our people, community and planet. We have dedicated internal resource to focusing on our ESG responsibilities, and we are committed to publishing yearly impact reports.

Business practices



Health and safety

Something Big follows all applicable health and safety law and strives for continuous improvement in its health and safety policies and procedures, to ensure the safety of our team, our supply partners and our clients.

The work environment should be a healthy one with all employees having reasonable working hours, no excessive overtime, adequate rest days and meal breaks and access to basics like drinking water at an absolute minimum.

- We expect all our Supply Partners to maintain the highest standards of respect and compliance to health and safety requirements.
- We are committed to ensuring that all appropriate risk assessments and method statements are carried out and adhered to.
- We are vigilant in the recording and investigating of any unsafe conditions, ‘near misses’, injuries and illnesses in order to continually work towards the best possible protection of our own team and those of our clients and supply partners.

Conflicts of interest

The way we conduct ourselves as a business and the way we live our values is fundamental to our success in earning the trust and confidence of our team, clients, and supply partners.

By understanding and taking proactive steps to prevent conflicts of interest, we send a clear message about our loyalty to our integrity, and our determination to do the right thing.

Confidentiality

Our team and supply partners will naturally gain some knowledge and information that is not yet known to the general public, whether that be client or company information. All of our team and our supply partners are trusted with maintaining confidentiality.

Embedded in our employment agreements, our team agree to maintaining the highest of confidentiality standards and we are vigilant in ensuring Non-disclosure agreements are in place with all our Supply Partners.

Use of social media

Whilst social media provides opportunities to connect the world and communicate with like-minded peers and increase the profile of brands and individuals, we also appreciate it comes with associated risks.

Our team agree to a set of principles in the use of social media when it comes to sharing business-related content as part of working with us and we expect them to take the responsibility of posting in social channels seriously, thinking carefully about the content they publish and behaving within our values and taking note of any required confidentiality agreements.



Artificial Intelligence

Something Big embraces AI as a tool that provides us with great opportunities. However, we also strongly believe in the ‘human’ touch. We know AI can assist us, but it cannot replace us in our creative work. If we trust that AI-assisted content will help us to give our clients better results or represent good value for money by reducing the time it takes to complete certain tasks, then we will use it. We will be transparent and clear about the role AI provides in our creative work and will only use AI for good, in line with our values.

We believe AI should always have human oversight and so will always require us to check for accuracy, fairness, and misinformation, and avoid the bias of AI-generated content. We will edit and review but will never ‘cut & paste’.

We continue to be curious about AI and the tools available but will never use these for client work unless we have tried and fully tested them. We are careful to ensure we are working within the bounds of licensing agreements and although we may use tools for asset creation, we do not own the rights to images and cannot offer exclusivity, in the same way we can’t with stock imagery. We will always be open about our use of AI-generated images and ask if our clients are comfortable with their use.

We educate our team on the approved use of AI tools within Something Big and our team uses them responsibly, for good, and with data privacy front of mind.



Information technology

We understand the importance of safeguarding our computer systems, devices, infrastructure, and any and all other relevant equipment (collectively, “IT”) from damage and threats whether internal, external, deliberate or accidental. It’s critical to our business that we are able to operate our systems to keep the business running in an efficient and secure way for our team, clients and supply partners.

- Our team adhere to an employee security policy in order to safeguard our equipment and data from intentional malicious acts.
- We do not permit any software downloads without leadership consent.
- We expect the highest of IT security standards from all individuals working with us, including both our employees and our supply partners, particularly with regards to log-ins and password protection.



Intellectual property

Something Big maintains the ownership of all work created by our team in company time. Our Terms and Conditions provide our clients clarity on our IP ownership and we expect the highest of integrity from our supply partners in the case of protecting IP rights.

From time to time there may be special circumstances around the rights of ownership of fonts, music, images etc, at such times we will always aim to have open and honest discussions with all those working with us to ensure we all take the appropriate action to ensure fair rights protection for all.

Data protection

Let's face it, GDPR is complex, but we all know the sentiment behind it is right. We've made huge efforts to not just comply with the legislation but to truly embrace the principles of it. We're confident that we've got solid and robust processes in place to comply with requirements and that protecting data, be it our team information or our clients marketing data, we will do our best to keep it safe and secure.

Only a select few of our team have access to client and employee data and they are selected on a 'need to know' basis. We proactively ensure that all those with

access to personal data are fully trained and up to date with their responsibilities regarding protecting data and maintaining the highest possible security standards.

If we need to share data with our Supply Partners, this is done in accordance with our client's Data Processing Agreements and all Supply Partners are declared as sub-processors.

In turn they will sign a Data Processing agreement and we carry out extensive checks into their internal processes and organisational security.

Record keeping

Something Big keeps its records, accounts and financial statements in a complete, fair, accurate, understandable, detailed and timely manner.

We employ the highest of standards for maintaining official records and take full accountability for our administration.

We only destroy recorded data in line with our data retention policy and never destroy or attempt to doctor records in response to or in anticipation of an investigation or audit of any nature.

Anti-Bribery

It is important to us that we treat our supply partners, competitors and stakeholders with respect. Something Big takes a strong stance against corruption and bribery. We demand the same from our supply partners. We strictly prohibit bribes, fraudulent conduct, kickbacks, illegal payments and any other offer of items of value that may influence or gain an improper advantage.

- Any offers of payments or bribes will be refused and reported to our Leadership team.
- Any concerns will be reported via our Whistleblowing policy.
- All financial payments will be processed through our usual billing procedures.

Gifts and entertainment

We all appreciate a 'thank you' or a token of appreciation for hard work or a job well done. However, we do know it's important to have a policy in place to ensure that everyone is clear on the rules, so our we can live our values and not accept a gift that could influence or be seen to influence our actions or decisions.

The giving or receiving of valuable gifts or entertainment may be construed as an improper attempt to influence a relationship. Cash gifts will not be given or accepted.

Money laundering

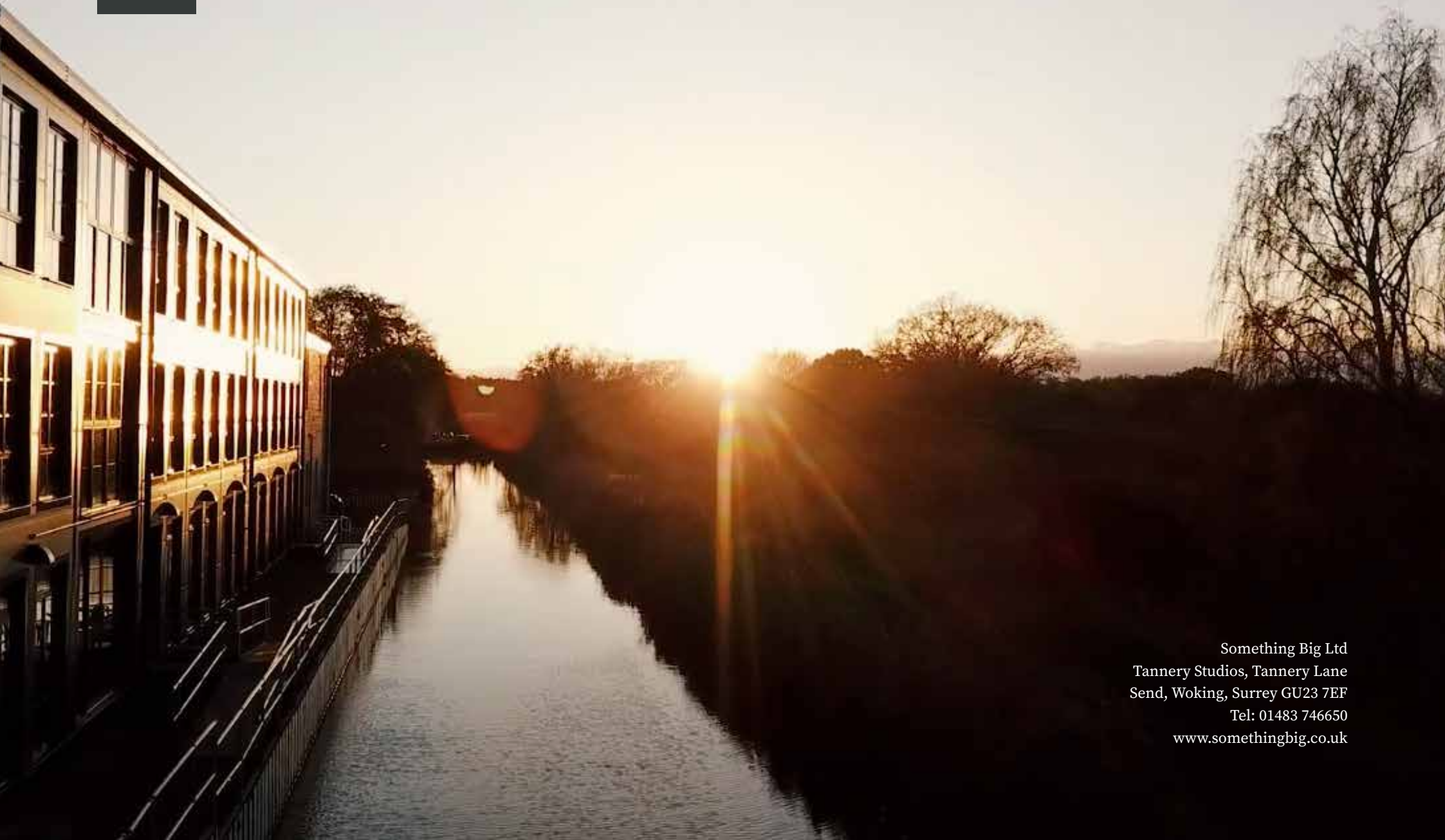
Something Big complies with anti-money laundering laws. Money laundering is the process of concealing illicit funds by moving them through legitimate businesses to hide their criminal origin.

Political activities

Something Big does not support, associate with or make any contribution to any political party.

Employees are free to support any political party or entity they choose to on a personal level. However personal views should remain as personal and should never be seen as representing the views of Something Big.





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