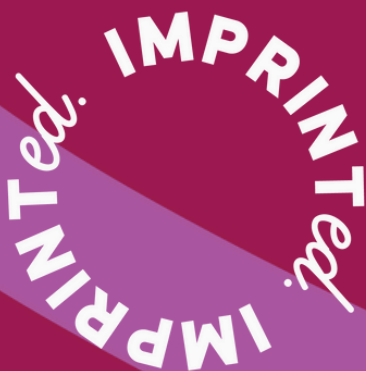


Imprinted Ethical Framework



Ethical Framework

Mission Alignment

At Imprinted, our mission is to deliver meaningful, values-driven partnerships that not only generate revenue but also uphold the integrity of the student movement. Every campaign we deliver is designed to respect student values, reflect community standards, and create positive, lasting impact.

Our Core Principles

1. Student-First Approach

We prioritise the wellbeing, safety, and interests of students in all that we do.

- We do not support campaigns that exploit, mislead, or place undue pressure on students.
- Our work is designed to enrich the student experience – never compromise it.

2. Transparency & Honesty

We are open and honest with both Student Unions and commercial partners.

- We clearly communicate partnership terms, pricing, and expectations.
- Any potential conflicts of interest or limitations are disclosed up front.

3. Equity & Inclusion

We are committed to championing diversity and inclusion in all campaigns.

- We only partner with brands that align with these values.
- We actively avoid messaging or partnerships that stereotype, exclude, or marginalise.

4. Sustainable Impact

We encourage partnerships that support environmental and social responsibility.

- We focus on long-term value for students, not short-term profit.
- We do not support the use of non-recyclable or unsustainable materials for flyering or printed promotions.

5. Integrity in Representation

We are honest in how we represent students, unions, and campaign outcomes.

- We never exaggerate reach, demographics, or engagement metrics.
- We are committed to accurate reporting, measurable impact, and continuous improvement.

Operational Commitments

Vetting Partners

All potential brands or advertisers are subject to a values check against the union's veto list and student values before any campaign is booked.

Ethical Media Placement

No campaigns will be run during sensitive times (e.g., mental health awareness weeks) if they conflict with student wellbeing.

Fair Pricing

Ensure local or charitable organisations are not priced out of participation. Offer sliding scales where appropriate.

Informed Consent

Student data (where applicable) will never be shared, used, or sold without full, informed consent and compliance with data protection laws (e.g., GDPR).

Feedback Loop

Create space for students and unions to provide feedback on campaigns – and act on it.

Our Vetoes List

At Imprinted, we are committed to upholding the values and wellbeing of the student community. As part of that commitment, we do not engage in partnerships with brands or services that fall under the following categories:

- Betting / Gambling
- Money Lending / Payday Loans
- Smoking / Vaping / Tobacco / CBD
- Essay Writing Services
- Arms Manufacturers
- Companies with Direct Involvement in Fossil Fuels
- Pizza Brands (as per specific Students' Union restrictions)

These exclusions are informed by Student Union policies, student wellbeing priorities, and ethical considerations. We regularly review this list in collaboration with our partners to ensure it reflects current values.

Governance

This framework is reviewed annually with input from Student Union partners.

Any breaches or concerns can be raised directly with the leadership team, anonymously if needed.