

HUMAN RIGHTS POLICY



2025

INTRODUCTION

At Wetpaint Advertising, we recognize the importance of upholding human rights as a core responsibility, both within our agency and in our external relationships. We are committed to creating a diverse, inclusive, and respectful environment for all employees and expect the same from our suppliers, clients and partners. This policy aligns with key South African laws, and the Prevention and Combating of Trafficking in Persons Act, ensuring we meet the highest ethical standards across all areas of our business.

This document covers two main areas: internal human rights policies within Wetpaint Advertising, and external policies for our suppliers and clients. We have also integrated specific mechanisms for accountability and enforcement to ensure full compliance with human rights standards.

1. INTERNAL POLICY– WETPAINT ADVERTISING WORK ENVIRONMENT

Wetpaint Advertising is committed to fostering a work environment that respects the dignity and rights of all employees, promoting diversity, equality, and fairness at all levels.

1.1 Inclusive and Non-Discriminatory Work Environment

- **Inclusivity:** We create a welcoming, supportive workplace where everyone is valued, regardless of race, gender, ethnicity, religion, sexual orientation, disability, or age.
- **Zero Tolerance for Discrimination:** Discrimination in any form is prohibited. Immediate disciplinary action will be taken against any employee found engaging in discriminatory behavior.
- **Gender Equality:** We actively promote gender balance, pay equity, and career growth for all genders. Gender diversity is prioritized at all levels of leadership.
- **Racial Inclusivity:** As part of South Africa's unique context, we are committed to promoting racial diversity and equality, addressing systemic issues that still affect marginalized communities.
- **Workplace Accessibility:** We ensure that all our facilities and digital tools are accessible to employees with disabilities and provide any necessary accommodations.

1.2 Safe and Ethical Work Environment

- **Anti-Harassment:** We have a strict policy against harassment, including sexual harassment and bullying, with clear reporting channels and protection against retaliation.
- **Equal Opportunity:** All employees are provided with equal opportunities for advancement based solely on merit, performance, and capability.
- **Work-Life Balance:** Wetpaint actively supports employee well-being by promoting flexible work arrangements and ensuring a healthy balance between work and personal life.
- **Health and Safety:** The company aims to provide and maintain a safe, healthy and productive workplace that complies with applicable laws, regulations and internal standards. Wetpaint proactively identifies and eliminates/reduce risks of accidents, injury and health impacts for its employees.

1.3 Legal Compliance and Ethical Standards

- **Compliance with South African Labor Laws:** Wetpaint strictly adheres to South Africa's Basic Conditions of Employment Act, Employment Equity Act, and other labor laws, ensuring fairness and safety in the workplace.
- **German Due Diligence Act:** We apply the principles of the German Due Diligence Act to prevent human rights violations within our operations, such as discrimination, unfair labor practices, and unsafe working conditions.

1.4 Human Rights Impact Assessment (HRIA)

Human Rights Audits: We will conduct regular internal audits to assess potential risks and ensure compliance with our human rights commitments such as the following

- **Supplier Assessments** – Wetpaint requires suppliers and clients to complete a questionnaire on their environmental sustainability and human rights practices and policies.
- **Internal policies** – By continually monitoring and ensuring that our policies are in line with human rights standards and identifying gaps for improvement.

2. EXTERNAL POLICY – SUPPLIER AND PARTNER EXPECTATIONS

Wetpaint Advertising expects its suppliers, clients and partners to uphold the same human rights standards we implement internally. This includes fair labor practices, respect for equality, and full compliance with local and international human rights laws.

2.1 Ethical Conduct and Labor Practices

- **Compliance with Human Rights Laws:** Suppliers and clients must comply with South African legislation such as the Prevention and Combating of Trafficking in Persons Act and the Basic Conditions of Employment.
- **Fair Labor Conditions:** Suppliers and clients are required to ensure that all workers receive fair wages, reasonable working hours, and safe working conditions. The use of child labor forced labor, or any other exploitative practices is strictly prohibited.
- **Anti-Discrimination Policies:** Suppliers and clients must have clear anti-discrimination policies that ensure equal opportunities for all employees, regardless of gender, race, ethnicity, religion, or other protected characteristics.

2.2 Supply Chain Transparency and Accountability

- **Supply Chain Due Diligence:** Suppliers and clients must implement due diligence processes to ensure that their own supply chains are free from human rights violations. This includes monitoring working conditions, verifying legal compliance, and ensuring ethical labor practices.
- **Auditing and Reporting:** Suppliers and clients are required to submit documentation and be transparent about their compliance with human rights laws. Wetpaint may conduct independent audits of suppliers as needed to ensure compliance.
- **Consequences of Non-Compliance:** Non-compliance with human rights standards will result in the opportunity to rectify violations. Failure to comply may lead to termination of the business relationship.

2.3 Supplier Certifications and Training

- **Third-Party Certifications:** Wetpaint encourages its suppliers to obtain ethical certifications from recognized bodies such as Fair Trade, SA8000, or the Ethical Trading Initiative (ETI).

3. CLIENT RESPONSIBILITY AND ETHICAL ADVERTISING

As a leader in the advertising industry, Wetpaint is committed to ensuring that the advertising we produce respects human rights and promotes equality.

3.1 Ethical Advertising Standards

- **Content Responsibility:** Wetpaint will not create content that perpetuates discrimination, stereotypes, or harmful narratives. We commit to producing inclusive, empowering campaigns that reflect diversity and respect for all.
- **Client Vetting:** Wetpaint will only work with clients and suppliers whose values align with our human rights standards. We reserve the right to decline projects that conflict with our ethical principles, particularly if the client is involved in human rights violations.

4. REPORTING CONCERNS

Wetpaint Advertising is committed to maintaining a workplace where ethical practices are paramount, and employees feel empowered to report concerns without fear of retaliation. This section provides a channel for reporting any breaches of human rights, ethics, or company policies.

Confidential Reporting

Employees can report concerns confidentially by reaching out to the Human Resources Manager. Wetpaint will make every effort to protect the confidentiality of the individual reporting the concern.

Commitment to non-retaliation

Wetpaint strictly prohibits retaliation against employees who report concerns in good faith. Any individual found to be retaliating against a whistle-blower will face disciplinary action.

Follow-Up

Upon receiving a report, Wetpaint will promptly review the issue, seek additional information if need, and take appropriate action to address and resolve the matter.

Wetpaint Advertising's commitment to human rights is reflected in every facet of our business. From fostering an inclusive and respectful workplace to holding our suppliers and clients accountable to the same standards, we strive to be a leader in promoting human dignity and equality.

By implementing strong policies and maintaining transparency, we ensure that we not only comply with local and international regulations but also actively contribute to a fairer, more just global society.

We invite all employees, suppliers, clients and partners to join us in upholding these values, ensuring that together we can create a positive impact that extends beyond our business