



# Group Human Rights Policy

Scope	Global
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## About this policy

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The purpose of this policy is to document YouGov's commitment to respect and protect human rights throughout its operations, including its supply chain.

All staff are expected to familiarise themselves with the contents of this policy.

## 1. RESPONSIBLE PERSONS

- a. The Board of Directors of YouGov plc has overall responsibility for this policy.
- b. The Chief Governance and Compliance Officer is authorised with day-to-day oversight of the policy and will oversee a review of this policy at least once per calendar year.
- c. All staff are expected to comply with this policy, and any future iterations of the policy.

## 2. GLOSSARY

For the purposes of this policy, the following definitions shall apply:

YouGov	YouGov plc and subsidiaries globally
Human rights	<p>We abide by the definition of human rights as set by the United Nations Universal Declaration of Human Rights: as the rights that are inherent to any individual as a human being, regardless of “distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.”</p> <p>Human rights include, but are not limited to, the right to life, liberty, work, education, a safe and healthy working environment, freedom from slavery and torture, freedom of opinion and expression, freedom from forced, compulsory and/or child labour, freedom from discrimination, and freedom of association.</p>
Modern slavery	Slavery, servitude, forced labour, and/or human trafficking.
Supplier	Any individual or business that provides YouGov with products or services – including all suppliers, sub-contractors, and business partners, and their officers, subsidiaries, affiliates, employees, sub-contractors, agents, representatives, and consultants.
Partner	Any third-party individual or business with whom YouGov has a formal or informal working relationship. This may include (but is not limited to) a membership organization, an industry network body, or a charitable organisation to which YouGov donates money.

## 3. COMMITMENT

Our commitment is aligned with the internationally recognised human rights standards set out in the [International Bill of Human Rights](#) (including the United Nations (UN) Declaration of Human Rights), the [International Labor Organization's Declaration on Fundamental Principles and Rights at Work](#), and the [UN Guiding Principles on Business and Human Rights](#).

We take a zero-tolerance approach to any violation of human rights as defined by these internationally accepted standards. We recognise that legal definitions and protections of human rights may differ from international human rights standards and across our countries of operation – we commit to respecting human rights to the highest extent possible while adhering to national laws.

#### **4. EXPECTATIONS FOR STAFF**

Our [Global Code of Conduct & Ethics](#) sets out the ethical basis on which we should conduct all aspects of our business. The Code defines expectations for staff to behave ethically, responsibly, and with integrity. This includes demonstrating a respect for human rights and a commitment to protecting human rights by appropriately reporting any violations (see point 7 below).

#### **5. EXPECTATIONS FOR SUPPLIERS, PARTNERS, AND OTHER THIRD PARTIES**

We are proud to work with suppliers, partners, and other third parties who align with our values and our commitment to operating ethically and with integrity. We acknowledge our responsibility to ensure that human rights are protected not only within our direct operations, but also throughout our extended supply chain and in the activities of our partners.

Our [Supplier Code of Conduct](#) (the ‘Supplier Code’) defines our expectations of YouGov suppliers – all key suppliers are required to confirm compliance with the Supplier Code during the Supplier Approval Process. Other suppliers will be expected to familiarise themselves with the Supplier Code but may not be required to confirm compliance. However, all suppliers must adhere to YouGov’s zero-tolerance approach to human rights violations.

YouGov will not contract with any supplier or work with any partner that demonstrates a disregard for human rights and staff should be alert for any human rights violations by a supplier or partner, which should be appropriately reported (see point 7 below). If YouGov is made aware of a human rights violation by a supplier or partner during under contract, the response will be dealt with by the Compliance team.

#### **6. DUE DILIGENCE**

YouGov carries out due diligence procedures of business partners and collaborators, proportionate to the identified risk, which includes potential violations of human rights. This enables YouGov to understand and assess risks in detail and to mitigate them. In particular, they should be undertaken where business relies on third party intermediaries. Due diligence procedures may include, but are not limited to:

- a. Direct requests for information on the background, expertise and experience of persons with whom we intend to undertake business.
- b. Verification through indirect research.
- c. Monitoring of “associated persons” considered to be of higher risk for the duration of the contract.

## 7. RELATED POLICIES

<a href="#">Modern Slavery Act Statement</a>	In accordance with the UK Modern Slavery Act 2015, this statement demonstrates our commitment to tackle modern slavery and sets out our approach to understand whether modern slavery (see definition at 2. above) exists in our supply chain. The full statement is available on our <a href="#">corporate website</a> .
<a href="#">Group Diversity, Equality, and Inclusion Policy</a>	This policy defines our approach to diversity, equality, and inclusion at YouGov, including our commitment to equal opportunity, fair and unbiased recruitment and promotion, the creation of an environment free from discrimination and/or harassment of any kind. The full policy is available on <a href="#">Youniverse</a> .
<a href="#">Group Bullying &amp; Harassment Policy</a>	This policy defines our commitment to providing a harassment-free and inclusive environment and states our zero-tolerance approach towards any form of bullying or harassment. The full policy is available on <a href="#">Youniverse</a> .

## 8. REPORTING A VIOLATION

If you witness, or reasonably believe you have witnessed, a violation of human rights in any YouGov operations or activities, including by a supplier or partner of YouGov, it is your responsibility to report the incident via the appropriate Speaking Up channels defined in the [Group Whistleblowing Policy](#).

## Scope, Monitoring and Review, Version Control

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### Scope

This policy covers all global employees, officers, consultants, contractors, freelancers, interns, work experience students, casual workers and agency workers (collectively referred to in this policy as “staff”) of YouGov plc and subsidiary companies.

This policy does not form part of any employee’s contract of employment and we may amend it at any time.

### Monitoring and Review

The Chief Governance and Compliance Officer will review the implementation of this policy in respect of its suitability, adequacy and effectiveness and make improvements as appropriate.

### Version Control

Version	Name	Date	Changes
1.0	Emily Balcombe	February 2023	Policy Created