

Group Anti-Fraud Policy

YouGov and subsidiary companies (together “YouGov Group” or the “Company”) is committed to conducting our business with honesty and integrity. We expect all staff and business partners to maintain highest standards and promote a culture of openness and accountability. As part of our commitment, the Company operates a zero-tolerance policy on fraudulent activity.

Our full policy is available on request by email to compliance@yougov.com. This document is provided as an overview.

Scope

The Group Anti-Fraud Policy (the “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 also applies to all suppliers, customers, contractors, communities, and other third parties who provide services for or on behalf of YouGov.

Purpose

The purpose of the policy is to establish procedures to prevent, recognise, report, and eliminate any fraudulent activities. Further details are provided to staff in the Group Anti-Fraud Policy available on our global intranet site, Youniverse, and included in our mandatory training programme.

Policy

Fraud is a deliberate act (or failure to act) with the intention of obtaining an unauthorised benefit, either for oneself or for the institution, by using deception or false suggestions or suppression of truth or other unethical means, which are believed and relied upon by others. The Company unequivocally states that fraudulent activities are not acceptable, and fraud offenders will be prosecuted. Procedures in place within YouGov to support and implement the Policy include the following:

- a) Actions are taken to prevent instances of fraud and misconduct as part of Company’s risk management policy and procedure.
- b) Preventative measures are communicated to staff and suppliers via the [Group Code of Conduct & Ethics](#) and the [Business Partner Code of Conduct](#).
- c) All staff must complete training under the Group Mandatory Training Policy, which includes fraud awareness and highlights reporting mechanisms.
- d) All staff are encouraged and expected to raise any instances of suspected fraud with their head of department / the compliance team or under the Group Whistleblowing Policy.
- e) All suspicions of fraud are investigated. The outcome is documented by the Compliance team and necessary stakeholders are notified.
- f) The Audit & Risk Committee receive an update on fraud events at each meeting from CFO and Company Secretariat.

The Governance Department reviews the implementation of this policy in respect of its suitability, adequacy and effectiveness and make improvements as appropriate.

Disclosure

If any member of staff or third parties has a genuine concern or wishes to provide information on a confidential basis they may contact the Whistleblowing Officer (Email: whistleblowing.officer@yougov.com).