

## Group Whistleblowing 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 to maintain high standards. However, all organisations face the risk of things going wrong from time to time, or of unknowingly harbouring illegal or unethical conduct. A culture of openness and accountability is essential to prevent such situations occurring and to address them appropriately when they do occur. Our full policy is available on request by email to [compliance@yougov.com](mailto:compliance@yougov.com). This document is provided as an overview.

### Scope

The Group Whistleblowing 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 encourage staff and business partners to report suspected wrongdoing as soon as possible without fear of reprisal, in the knowledge that their concerns will be taken seriously and investigated as appropriate, and that their confidentiality will be respected. Further details are provided to staff in a complete internal Group Whistleblowing Policy available on our global intranet site, Youuniverse.

### Policy

Whistleblowing is the disclosure of information that relates to suspected wrongdoing or dangers at work. This may include, but is not limited to:

- a) criminal activity;
- b) failure to comply with any legal or professional obligation or regulatory requirements;
- c) danger to health and safety;
- d) damage to the environment;
- e) bribery or corruption, including money laundering;
- f) breach of sanctions;
- g) facilitating tax evasion;
- h) financial fraud or mismanagement;
- i) breach of our internal policies and procedures;
- j) conduct likely to damage our reputation or financial wellbeing;
- k) unauthorised disclosure of confidential information;
- l) negligence;
- m) breach of information security;
- n) breach of data protection; or
- o) the deliberate concealment of any of the above matters.

### Disclosure

If a staff member wishes to raise a confidential concern, YouGov will make every effort to keep their identity secret. If it is necessary for anyone investigating a concern to know the staff member’s identity, it will be discussed with them first.

Staff, business partners and third parties may raise a whistleblowing concern relating to the misconduct of a YouGov employee by emailing the Whistleblowing Officer at [whistleblowing.officer@yougov.com](mailto:whistleblowing.officer@yougov.com). Alternatively, whistleblowing concerns may be raised with the Chair of the Board’s Audit & Risk Committee.

An independent whistleblowing hotline is available through [Protect](https://www.protect-advice.org.uk), a whistleblowing charity based in the UK. Concerns may be raised by calling the Protect helpline at +44 (0)203 117 2520 or sending an email to [whistle@protect-advice.org.uk](mailto:whistle@protect-advice.org.uk).