

## **BT Multimedia Advertising Corporate Guidelines**

### **Background**

This set of guidelines seeks to identify, in outline, advertisements that BT would not choose to be associated with. This is becoming increasingly important, not only because of the significant effect an inappropriate association could have on BT's corporate reputation, but also in view of the rise of ethical investment funds as a proportion of the equity investment market.

The guidelines should be applied on a case-by-case basis. If there is any doubt about whether a proposed course of action would be in contravention to the guidelines then advice should be sought from BT multimedia@bt.com

### **General Principles**

These are based around the BT's Statement of Business Practice .

#### **Illegal activity**

BT will not undertake any brand association with any entity whose offerings are illegal under UK law, or whose offerings may incite consumers to take part in any illegal activities.

#### **Tobacco**

BT will not undertake commercial arrangements under the BT brand (outside of network provision) with any company in the tobacco industry.

#### **Drugs**

BT will not undertake commercial arrangements under the BT brand with any entity associated with the illegal distribution or consumption of drugs.

#### **Alcohol**

BT will not undertake commercial arrangements under the BT brand (outside of network and communications provision) with entities where the association with a particular alcoholic brand could be perceived to imply that BT encourage and stimulate the consumption of that alcoholic brand.

#### **Activities which are illegal for minors**

BT will only undertake commercial arrangements with content providers of activities and products licensed solely for adult consumption under exceptional circumstances, and where the particular brand of the provider is deemed, by Group Brand, to be in keeping with the values and aspirations of the BT Brand. In these cases, BT Multimedia Advertising Team and BT Group Brand will take the ultimate decision as to whether the association is appropriate.

### **Pornography**

BT will not undertake commercial agreements under the BT brand (outside of network provision) with purveyors of any form of pornography. For the purposes of ensuring minors are protected from unsuitable material, adult entertainment must never be signposted from a home page, and must always be supplied on an 'opt - in' basis, be password-protected, and subscription-based.

### **Gambling**

BT will only undertake commercial arrangements with gambling entities where they are suitably placed. Again, these must be supplied on an opt-in basis, and password-protected. In these circumstances, the brand may only be used to identify the provision of network and services. Any use of the brand must not imply a commercial venture by BT and the client.

### **Revenue sharing**

BT will not engage in commercial arrangements, under the BT brand, (outside of network provision and licensing agreements) with any entity involved in any of the areas covered by this paper, where the proposed commercial arrangement results in BT gaining direct revenue as a result of consumers participating in the activity. BT will not take preferred supplier content deals with a gambling entity where the proposal included BT retaining a share of revenue generated by the site. The rationale is that this could be perceived as BT not only endorsing the activity, but also actively profiting, and this could be deemed socially irresponsible

### **Conditions of continued partnership**

Where, having taken account of these guidelines, a commercial opportunity in any of the areas listed proceeds then there must be ongoing assessment and a formal review of the arrangement on a quarterly basis.

Any advertising opportunities that arise that are excluded by these guidelines but you are unable to identify how this could potential damage the BT brand can be discussed in further details with BT's Multimedia Advertising Team and BT Group Brand.

If agreement can not be reached as to whether the opportunity is appropriate, a final decision will be taken by Director, Group Communications, informed by the views of Executive Management Committee colleagues.