

Ethical Marketing Policy

HFW makes every effort to respect people's preferences, including making every effort to respect opt-outs on receiving emails or other communications.

HFW also cares about putting out material that is a force for good. Towards that end, we do our best to ensure that we develop marketing and advertising which are both ethical and accurate, and that all stakeholders are provided with clear and factual information, whether this is done directly (including through the website) or by a third party. We are committed to ensuring that marketing processes provide an accurate customer perception on the range and quality of services we offer.

Marketing and advertising materials includes all marketing and advertising activities whether produced or delivered:

- In hardcopy, produced commercially or internally printed
- Via electronic media
- Via website
- Verbally by any of our stakeholders

Policy Principles

All of us at HFW ensure that information, whether disseminated directly or on the company's behalf, is both accurate and factual, and:

- Accurately represents the products and services we provide;
- Only refer to another person or organization in its marketing material if the consent of that person or organization has been obtained.
- When sharing information of authors, topic experts or quotes, always providing attribution to the creator of the information, either by name, company or link.