

# INTREPID TRAVEL'S GLOBAL ETHICAL MARKETING POLICY

**Summary:** At Intrepid, we have a clear mission to change the way people see the world. As marketers responsible for bringing that vision to life, we must also be accountable for changing the way we market to the world. Intrepid is a company that stands for a more equitable and sustainable future and these **5 commitments** govern how Intrepid Travel markets in an ethical and inclusive way.

## 1. Intrepid commits to diversity, equity & inclusion

- i. We will build a global brand on foundations of inclusivity, representative of the diversity of all travellers.
- ii. We will amplify Black Indigenous People Of Colour (BIPOC) across all our marketing channels, becoming a brand that is anti-racist and anti-oppression.
- iii. We will put actions behind words, supporting our policy with clear ethical marketing guidelines (that includes clear measurement) to progress our diversity, equity, and inclusion work. We will report on our progress in our annual report.

## 2. Intrepid commits to openness & transparency

- i. We reject all forms of greenwashing and impact washing when promoting the places and people we visit.
- ii. We only communicate and present data, facts, and figures that are true, without a reasonable doubt.
- iii. We openly acknowledge that international travel contributes to the climate crisis.
- iv. We are committed to speaking about climate change and our wider purpose initiatives concisely.
- v. We will only promote experiences known to be safe and ethical, that do not promote risky or harmful behavior.

## 3. Intrepid commits to reject neocolonialism

- i. We will respect communities by removing and excluding any imagery and language that objectifies or commodifies local people.
- ii. We will adopt Indigenous copy and style guidelines across our global markets.
- iii. We will require mandatory inclusivity training for all marketers to help further decolonize travel.
- iv. We will reject projecting a savior complex and promote travel in a way that fairly and accurately represents communities.

## 4. Intrepid commits to create a sense of belonging

- i. Our online social media communities will be a place to celebrate diversity of perspective, experience, and opinion.
- ii. Our social media moderators and marketers will act with integrity and respect in creating a safe and inclusive online community.
- iii. Our community will be governed by clear global community guidelines, which acknowledge a zero-tolerance policy on behavior that is hateful and knowingly spreads misinformation. These guidelines will be made accessible to the public.

## 5. Intrepid commits to ethical digital marketing

- i. We will operate at the highest level of regional compliance as it relates to data usage and privacy.
- ii. We will never sell or misuse customer data, whether anonymous or personally identifiable.
- iii. We will actively block and reject all 3rd-party digital media placements on external websites that do not align with our corporate values, spread misinformation and support hatred and oppression.
- iv. All promotion including product, pricing and purpose will be displayed accurately and truthfully.
- v. Our Search Engine Optimization (SEO) will be done ethically and on merit, based on genuine relationships and partnerships. We will not purchase links or engage in otherwise unethical behavior as outlined in Google's [webmaster guidelines](#).

Finally, we commit to the work and commit to progressing it. This is a non-exhaustive list, and as our marketing continues to evolve, our commitment to ethical and inclusive marketing will underpin it. (*\*Note: To further support marketers deliver on these commitments, Global Ethical Marketing Guidelines will be provided in August or September 2021, that will include clear and measurable actions, KPIs and tools*)

**Methodology:** This policy was informed by input from the Intrepid team globally as well as insights from external consultants and customer research over the past 12-months. We would welcome and invite any feedback. To share your thoughts and suggestions around how we can be better, please email [marketing@intrepidtravel.com](mailto:marketing@intrepidtravel.com).



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