

Our commitment to ethical marketing

In an increasingly connected world, we believe that marketing should not only be effective but also responsible. Our Ethical Marketing Policy stems from the desire to create a transparent, respectful, and authentic dialogue with our consumers. We want to clearly communicate our values and the principles that guide every piece of our communication: integrity, respect, and sustainability.

This is not just a document but a concrete commitment we make to you. We pledge to ensure that every message we share is truthful, that our methods are free from manipulative practices, and that our work contributes to building a long-term relationship of trust.

Moreover, we collaborate exclusively with marketing partners who share our ethical principles. We ensure that every project, at every stage, aligns with these rules and reflects our commitment to fair and conscious marketing.

We are convinced that ethical marketing is not only the right choice but also the foundation for a more genuine relationship with those who choose us. Thank you for being part of this journey with us.

The Progetto Doable Marketing Team



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Why Ethical Marketing

We believe that all marketing activities should provide authentic value to the target audience in order to earn their attention and trust. Our strategies are built on the fundamental belief that marketing must be honest and should not exploit users' personal data.

This policy outlines the ethical marketing practices we follow at Progetto Doable and the commitments we have made to ensure that our work meets or exceeds the highest ethical standards in the industry.

Our commitment to honesty in marketing

We are committed to absolute honesty in our campaigns and marketing activities.

We ensure to:

- Avoid using dishonest marketing tactics, including:
 - Deceptive advertising: exaggerating the values and benefits of products and services;
 - Fake or altered reviews and testimonials;
 - Inflated analyses or results in messaging or advertisements;
 - Cherry-picking specific data for marketing and communications that do not represent the overall impact.
- Refrain from hiding negative information or data from the public solely to protect our image or that of a product or service.
- Use only words that realistically describe the products, services, or impacts we promote.

Reflections on ongoing projects

Claiming that our efforts are honest is easy, but it takes discipline, rigor, and internal discussion to ensure honesty in marketing. During the strategy and execution of campaigns, we ask ourselves the following questions:

- Are we clearly communicating the value of our product or service without exaggerating or misleading our key audience?
- Are we using language that honestly conveys the features and benefits of our products and services?

- Are we accurately citing our customers, partners, and team when sharing reviews or testimonials?
- Is our use of data and examples honest and accurate when promoting the features, benefits, or impact of our products and services?

Our commitment to reject impact washing

Impact washing is similar to greenwashing and occurs when a company exaggerates its positive impact to gain a marketing advantage or uses “feel-good” marketing to distract from negative outcomes of its business model in another area, whether social or environmental.

Impact washing includes:

- exaggerating impact by inflating numbers, cherry-picking data, or focusing on stories that are not representative of overall outcomes;
- making false promises or unrealistic claims about expected results;
- sharing stories or creating impact initiatives not rooted in authentic mission or positive intent but purely for marketing benefits;
- using a social impact initiative to distract from negative social or environmental issues caused by core processes, products, or services.

We are committed to ensuring that our campaigns:

- are honest and transparent about the social and environmental impacts of our products and services;
- are free from impact washing.

Our commitment to cultural sensitivity in creative campaigns

Many marketing campaigns risk being culturally insensitive. To avoid this, it is essential to be aware of all potentially critical aspects and always act with inclusivity in mind.

As marketers, we choose to represent people with dignity, understanding, and empowerment. We reject the use of stereotypical images of people in need to evoke an emotional response and drive

audience engagement. This approach misrepresents or oversimplifies issues and fails to accurately portray the people and communities in need of support.

We commit to:

- avoiding any exploitation, appropriation, or stereotyping of underrepresented or historically oppressed groups in marketing content;
- seeking feedback on the appropriateness and sensitivity of our marketing content;
- promoting continuous internal training to increase awareness of cultural sensitivity and inclusivity.

Our commitment to consent-based email marketing

The term “consent-based marketing” was first introduced by marketing theorist Seth Godin in his 1999 book, which defined that recipients of marketing messages must provide their consent to receive promotional materials. Since then, various regulations have been introduced to guarantee recipients the right to express or withhold such consent.

As a company committed to ethical marketing, we focus our email marketing efforts on:

- creating value in all free content (including videos, blogs, online resources, online courses, social media posts, etc.);
- complying with GDPR regulations;
- maintaining the trust of users in our email contacts by continuing to provide value and limiting messages to content related to the original intent of communication.

Our commitment to ethical digital advertising

Our approach to digital advertising is rooted in integrity, respect for users, and transparency. We believe that responsible advertising communication is not only an ethical duty but also a fundamental value for building trust-based relationships with our audience. Every digital marketing action, from sponsored social media posts to large-scale advertising campaigns, must reflect the following principles:

- **Transparency and honesty:**

- Our sponsored content will always be clearly labeled as such, using terms like "Sponsored" or "Commercial Collaboration."
- We will not use misleading or manipulative messages, nor will we promote false promises.
- **Relevance and value:**
 - We will create content that is relevant to our audience and adds value to their digital experience by offering useful information, entertainment, or practical solutions.
- **Privacy respect:**
 - We will use user data responsibly and in compliance with applicable regulations (e.g., GDPR), avoiding invasive practices such as excessive retargeting.
 - We will ensure users have control over their data and are informed about how it is used.
- **Non-intrusiveness:**
 - We will avoid advertising formats that disrupt the user experience (e.g., intrusive pop-ups).
 - Our social media ads will be designed to blend harmoniously into the context, respecting the tone and language of each platform.
- **Social Responsibility:**
 - We are committed to promoting inclusive messages and avoiding discriminatory content or content that perpetuates harmful stereotypes.
 - We will avoid deliberately targeting vulnerable groups (e.g., children or individuals in economic distress) with overly persuasive messages.

Managing sponsored social media posts

In the context of ethical digital advertising, sponsored posts on social media represent a key component of our strategy.

Here's how we ensure they meet our ethical standards:

- **Clarity and identifiability:**
 - Each sponsored post is clearly labeled with terms such as "Sponsored," "Paid Post," or equivalents, in accordance with platform guidelines (e.g., Facebook, Instagram, LinkedIn).

- For collaborations with influencers or creators, we encourage the use of hashtags such as #ad or #collaboration in a visible manner.
- **Truthful Messaging:**
 - Sponsored content faithfully reflects our brand values and does not exaggerate the benefits or features of our products/services.
 - We avoid language that exploits negative emotions like anxiety or fear to drive conversions.
- **Responsible Targeting:**
 - Our campaigns are designed to reach the right audience based on relevant interests and behaviors, without discrimination or overly invasive segmentation.
 - We do not use sensitive or personal data without explicit consent.
- **Engagement and Conversation:**
 - We foster authentic dialogue with our audience through sponsored posts, responding to comments and questions transparently and respectfully.
 - We continuously monitor feedback to improve the quality of future campaigns.
- **Sustainability and Inclusivity in Content:**
 - All content, whether sponsored or not, reflects our commitment to diversity and inclusive representation.
 - Whenever possible, we aim to support socially responsible initiatives through our advertising campaigns.

Monitoring and continuous improvement

To ensure that our approach to ethical digital advertising remains aligned with our principles and audience expectations:

- **We measure campaign impact** using both quantitative and qualitative metrics.
- **We regularly train our team** on the latest regulations, guidelines, and ethical practices in digital marketing.

- **We collaborate with reliable partners**, selecting platforms and providers that share our ethical values.

Our commitment to White Hat SEO

Search engines use algorithms to determine which content appears at the top of search results. When algorithms influence business outcomes, opportunities for manipulation arise. In the realm of SEO and content marketing, any tactic considered manipulative or unethical is typically defined as "black hat SEO." At the opposite end of this spectrum, ethical SEO practices—often referred to as "white hat SEO"—focus on providing valuable and helpful content that aligns with what users and search algorithms are looking for.

We are committed to following the best practices of ethical SEO by:

- Creating high-quality, valuable content that people will naturally want to link to.
- Using aligned PR efforts and partnerships to build links.
- Applying proper redirect practices to help users find the right content.
- Designing useful and well-branded 404 pages with clear navigation options.
- Prioritizing user needs by focusing on value and creating content that aligns with our mission.

SEO Black Hat: tactics we avoid and discourage

- **Link buying:** Paying for links from other websites. Links should be earned organically through merit and genuine relationships.
- **Automated link building:** Using online software or bots to generate links artificially.
- **Hidden content and links:** Intentionally hiding content or links so that only search engines can see them.
- **Over-optimization and keyword stuffing:** There is a fine line between manually optimizing content for SEO best practices (on-page white hat optimization) and over-optimization, also known as keyword stuffing. Understanding this line requires expertise and a deep understanding of the latest algorithms. As algorithms evolve, this line may shift over time.
- **Misdirection and unethical redirects:** Tactics such as cloaking and doorway pages. These often involve redirecting users from long-form content to pages focused on conversions/sales, affiliate marketing, or paid advertisements. In such cases, the content that attracted the search engine algorithm to rank the page highly is not the same as what users see after clicking the link.

Our commitment to updating these practices

We anticipate that ethical marketing practices will continue to evolve alongside technological advancements. We will consistently monitor the state of the industry and update our practices accordingly to remain aligned with the latest ethical standards.

Questions and feedback

We are committed to always doing the right thing for our customers, and adhering to these ethical practices is a fundamental part of this commitment.

If you have any questions or feedback, we encourage you to contact us via the email address provided on our website for:

- requesting additional information;
- providing feedback;
- accessing, modifying, or deleting any personal information we may hold about you;
- submitting a complaint.