



# Responsible Marketing Policy

Bezeq - The Israel Telecommunications Corp. Ltd.

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This document reviews the main points of Bezeq's Responsible Marketing Policy.  
The document was approved by the Company's board of directors on February 8, 2023

## Introduction

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As a private company with significant advertising and marketing presence, we are aware of the impact that our messages may have on the public and take our responsibility for truthful, fair, and honest advertising seriously. We strive to ensure that all our advertisements are socially responsible, representing the human mosaic of our customers and Israeli society, and are in line with the Company's values and vision.

## Objective

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This document presents Bezeq's Marketing Responsibility Policy and describes how it is implemented by the Company.

## Our commitment

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We are committed to professionalism, creativity, and product and marketing innovation, as well as respect for and understanding of our customers' needs. We strive to contribute to a more inclusive, just, and diverse discourse in the Company's marketing and advertising campaigns, and for our advertising and marketing material to promote a fair, competitive market and informed consumer behavior for our customers.

We are committed to providing fair services and products that will be relevant and useful for our customers.

We operate in accordance with the Company's Consumer Legislation Procedure (based on the Israeli Consumer Protection Law and its related provisions and regulations), as well as the Company's Privacy Protection Procedure (based on privacy protection laws) and Bezeq's Code of Ethics – Our Way of Doing Business.

## Responsible marketing and advertising

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We believe that the purpose of the advertising messages and marketing actions we adopt also form the basis on which customer trust in our products and services is built.

We attribute great importance to the messages we convey, and exercise good judgment at all times regarding content and the public that is exposed to it. Every marketing statement that is published is checked and approved beforehand by the relevant parties.

We make sure that the messages conveyed by us, or by the third parties that market our services, do not include offensive, discriminatory, illegal, immoral, irresponsible, or wrong messages. Bezeq is committed to using appropriate and non-offensive language, and to avoiding racist and violent statements.

## Marketing for children

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We undertake to respect the authority of parents and to act responsibly and fairly with regard to advertising and marketing for children.

Bezeq offers free website filtering services, in accordance with the law, as part of the ISP service that the Company provides, which limits access to websites with offensive content in preset categories. Bezeq has also launched its paid-for Wi-Fi Kids service (over the BE router only), that allows blocking of websites according to age and limiting web browsing time according to device. In addition, Bezeq limits the ability of children to purchase services on their own through a purchase process that requires identification of the line owner.

## Policy for conveying information to consumers

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We invest great effort in transmitting information to consumers in a responsible, complete, transparent, and clear manner, to avoid misleading consumers in any way. We strictly ensure honesty and accuracy in advertising the services we offer and in guaranteeing the quality thereof, and operate according to the highest standards. If we detect any deviation from this standard, we will act to correct it and prevent it from recurring.

## Our principles

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We take it upon ourselves to promote diversity and inclusion in our advertising on the various platforms. Bezeq invests immense effort in avoiding the promotion of hatred, bias, disinformation, and any other forms of content that are contrary to the Company's values, and avoids content in its advertising that includes:

- **Threats of any kind** – directed at individuals or groups, including content that promotes or supports violent criminal behavior

- **Terrorism** – content that promotes, encourages, or incites terrorist acts
- **Child abuse** – content that promotes child abuse, sexual content for minors, or sexual abuse of children
- **Hate speech and actions** – content of any kind that incites hatred or supports violence, intimidation, harassment, threats, or defamation against a person or group based on race, sex, ethnicity, religion, gender, age, sexual orientation, and political view
- **Suicide and self-harm** – content that promotes suicide or self-harm or that encourages others to harm themselves
- **Destruction and vandalism** – content that depicts or promotes serious bodily injury, torture, or assault on humans and animals, or destruction of equipment or property
- **Harassment and bullying** – personal assault of others, including content intended to intimidate, shame, humiliate, sexually harass, or otherwise harm
- **Human trafficking and soliciting prostitution and/or consumption of prostitution** – content that facilitates human trafficking or commercial sexual activity
- **Illegal activities** – content that promotes or facilitates illegal activities
- **Invasion of privacy** – content that promotes or facilitates the invasion of another person's privacy
- **Dishonest behavior (misinformation, disinformation and impersonation)** – content intended to or likely to mislead, defraud, or otherwise harm others
- **Copyright and intellectual property** – content that infringes a copyright, trademark, or other intellectual property right held by another person

## Protection of proprietary rights and copyrights

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All advertising material used by the Company is backed by a contract with the rights holder. Once such contract comes to an end, and as necessary, we extend the contract or remove the advertising material. We are committed to honoring copyrights, and as soon as we detect any copyright violation, we act to correct it and prevent it from recurring.

## Inquiries to the Company relating to this policy

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Inquiries in the context of this policy may be made in writing or orally, openly or anonymously, to the Company's marketing division.