

# Modern Slavery Act

This is Kantar's Modern Slavery Act statement, following the UK Modern Slavery Act 2015. It covers the financial year 2020/2021 and describes our commitment and steps taken to prevent modern slavery in our business and supply chain.

## About us

Kantar is a world leading research, data and insights group and its companies operate in many markets and countries throughout the world. In all instances we respect national laws and any other laws with an international reach. We are committed to acting ethically in all aspects of our business and to maintaining the highest standards of honesty and integrity.

In line with UK and international law, Kantar respects human rights and does not tolerate any form of modern slavery or human trafficking in any part of our business.

## Organisational structure



25,000

people



90

markets



100m

respondents



2bn

data profiles

Kantar is a global company. Our people are skilled professionals and are not from vulnerable groups where slavery is a risk. We take our responsibilities for recruiting staff seriously and are aware of the potential for being targeted by traffickers. We recruit through preferred suppliers with clear guidance to ensure our employees and hiring managers are alert to the signs of exploitation so that we can take the necessary action promptly and effectively should it be identified.

## Our supply chain

We work with thousands of companies across our supply chain and aim to select partners that meet high standards on ethical business conduct, employment practices, human rights and the environment. In order to achieve this goal, we have established a holistic Sustainable Procurement framework (covering environmental and social sustainability) to tackle these challenges and a clear roadmap to work towards embedding environmental and social sustainability (including diversity and inclusion) within our procurement processes and ways of working.

Our global procurement team manages centrally negotiated contracts with preferred suppliers. The majority of procurement is conducted through contracts that are negotiated by budget holders within our companies. Our expectations of suppliers are set out in our [Supplier Code of Conduct](#), which is based on [Kantar's Code of Conduct](#) and applies to all companies and people.

## Identifying and managing the risk of modern slavery

### Our policies

We do not tolerate any form of modern slavery or human trafficking in any part of our business. We outline this commitment and set clear ethical standards for our people and companies through our policy framework. The main element of this framework is our internal Human Rights Policy which reflects international standards and principles including the International Bill of Human Rights, the UN's Guiding Principles on Business and Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work and the Children's Rights and Business Principles. Our commitment is also reflected in our [Code of Conduct](#) for our people and suppliers and our [Sustainability Policy](#) which are all available in multiple languages.

All key policies, codes and information about our approach are available to existing and potential suppliers. We continue to develop our policy framework and to communicate it to our companies via the intranet, eLearning and emails. Our Head of Global Compliance supported by the Legal team oversees our policy framework as part of our approach to ethics and compliance. We ask senior managers in all our companies to sign a copy of the [Kantar Code of Conduct](#), to confirm they will comply with its principles. The Kantar legal and compliance teams investigate all alleged breaches of our Code and take appropriate action in confirmed cases.

### Due diligence in our business and our supply chain

Our [Supplier Code of Conduct](#) sets out our expectations of suppliers and is based on the [Kantar Code of Conduct](#) that applies to all our companies and people. The supplier version includes requirements for labour practices (such as anti-harassment and anti-discrimination, and health and safety), human rights (including no child, forced or bonded labour or modern slavery), and social impacts (such as anti-bribery and corruption) as well as other sustainability issues.

With the implementation of new procurement systems in 2021, we are reviewing the way in which our supplier partners undergo pre-screening and other due diligence checks prior to appointment. This includes the frequency and extent of supplier audits across our supplier base. As part of our new onboarding process Supplier partners are instructed to read and acknowledge the Kantar [Supplier Code of Conduct](#), confirming that they will comply with our standards. We also include a "right to audit" clause in our standard terms and conditions.

We require our companies to use centrally negotiated contracts with preferred suppliers for commonly purchased goods and services, whenever possible. This enables us to have high standards and consistency across our approach and processes.

During 2020 we conducted a review of our procurement processes to include these expected high standards as core elements to be assessed during tender evaluation. Core questions on Sustainability, including Diversity & Inclusion, have been included in all tender requirements and will have a minimum 20% weighting of the non-commercial proposal. Our commitment to these principles is reflected by the Kantar Chief Procurement Officer (CPO) reviewing all responses from suppliers relevant to Sustainability questions. Additionally, during 2021 we started work to develop and monitor sustainability metrics, both internal within Kantar and external in our supply chain, that will help us make more informed decisions.

The development of these core principles is a journey and the continued discussions both internal and external with our supply base, will ensure that we are applying thought leadership, best practice and innovation to support sustainability as a Kantar priority

We will continue to strengthen our due diligence on sustainability issues, including modern slavery throughout the year. The data generated will help us further focus on areas of risk within our supplier engagement strategy.

#### Training

We regularly update our ethics training. Topics covered include diversity, human rights, conflicts of interest and avoiding misleading work. We have a plan in place to increase training levels back to pre-pandemic and pre-divestiture levels by the end of 2021.

#### Monitoring

We have Human Resource, Legal and Compliance teams dedicated to ensuring compliance with law, policy and process across the business, including all those aiming to prevent modern slavery.

Our people and suppliers can report concerns or suspected cases of misconduct in confidence through our third party-managed Right to Speak facility, which is overseen by our human resources, legal and compliance departments.

We regularly review and refine our policies and procedures for ensuring ethics, compliance and respect for human rights. We will continue to expand and extend the work we do in our sustainability programme within our divisions/functions as part of our efforts to ensure there is no forced labour or human trafficking within our global operations or supply chains. We will work closely with our clients, suppliers and industry partnerships to raise awareness about human rights and modern slavery.