

MilkPEP'S Digital Safety Guiding Principles

WHO: MilkPEP proudly represents and serves America's dedicated and hardworking milk processors.

WHAT: MilkPEP's campaigns educate consumers on milk's benefits and versatility to encourage consumption across more moments while safeguarding milk's reputation and authenticity.

HOW: We use a variety of touchpoints to reach our various target audiences, like advertising, sponsorship, and the use of spokespeople.

WHERE: Our goal is to always appear with content that is message and target audience appropriate. We know that we do not live in a perfect world and that digital media and spokespeople can make mistakes.

MilkPEP's Digital Safety Guiding Principles serve to express our intent and we have put in place several safeguards to ensure we deliver against these as much as possible.

In addition to brand safety support from our agency, MilkPEP works with third-party vendors to put safeguards and filters in place to guide where our digital ads should and should not be seen.

QUALITY

MilkPEP stands against hatred and division and will only partner with vendors who will operate in compliance with our standards; monitoring and removing any content deemed unacceptable, adhering to content owner rights, and upholding MilkPEP's value standards.

ENFORCEMENT

Repercussions will be swift for any violations of our guiding principles and may include temporary or indefinite suspension of the media investment.

RESPECT

MilkPEP will partner with vendors that conduct business responsibly and seek out platforms with balanced, positive commentary and work within our means to avoid negative environments.

PEOPLE

We will take all appropriate measures to respect users' privacy and work fully in compliance with CARU and COPPA safe harbor guidelines to protect children within all aspect of our media buy.

DUE DILIGENCE

In the event a violation of digital safety principles occurs, we follow protocols to address and prevent from happening again in the future.