

JS Global Lifestyle Company Limited

JS 环球生活有限公司

負責任營銷政策

Responsible Marketing Policy

JS 环球生活有限公司（以下簡稱「JS 环球生活」、「我們」或「公司」）致力於開展負責任、可靠的消費者溝通，并對消費者的生活產生積極影響。我們持續推進多維度的負責任營銷，承諾不向消費者提供有關產品和服務的虛假或誤導信息，在與消費者建立信任的同時引導他們做出可持續的消費選擇。

JS Global Lifestyle Company Limited (hereinafter referred to as “JS Global Lifestyle”, “We” or “the Company”) is committed to responsible, reliable consumer communication that positively influence the lives of consumers. We continue to promote multi-dimensional responsible marketing and are committed to not providing false or misleading information to consumers about our products and services, building trust with consumers while guiding them to make sustainable consumer choices.

JS 环球生活致力於開展符合法律、法規、社會規範及道德標準的銷售和營銷實踐。我們承諾：

JS Global Lifestyle is dedicated to conducting sales and marketing practices that comply with laws, regulations, social norms and ethical standards. We are committed to:

- 遵守運營所在地所有涉及營銷實踐的法律法規以及適用於我們業務的國家或地區的行业規範；
- Complying with all laws and regulations relating to marketing practices in the locations where we operate and the national or regional industry codes that apply to our business.
- 開展合法誠實、準確、且基於科學事實的溝通，確保向客戶或消費者傳達準確、真實的產品信息；
- Engaging in lawful, accurate and science-based communication to ensure that accurate and truthful product information is communicated to customers or consumers.
- 所有廣告和營銷活動均經過內部審查以確保準確性及合規性；
- All advertising and marketing activities are internally reviewed to ensure accuracy and compliance.
- 定期審查營銷及銷售業務，確保產品與服務相關銷售及營銷實踐的合法合規；
- Regularly reviewing marketing and sales operations to ensure legal compliance with sales and marketing practices related to products and services.

- 盡最大努力為消費者提供有利於社會和環境的產品和服務，包括但不限於：採購時充分考量相關物資對環境和社會福祉造成的影響；減少包裝材料的浪費；提供產品回收和維修處理服務；以實惠的價格提供壽命更長的優質產品等；

- Making every effort to provide consumers with socially and environmentally friendly products and services, including but not limited to considering the environmental and social impacts of the materials procured; reducing waste of packaging materials; providing product recycling and repair services; and providing high-quality products with a longer lifespan at an affordable price.

- 針對與產品或服務的生產和交付相關的環境和社會因素，向消費者提供足夠可靠、一致、可信、精確、可比較且可驗證的信息，從產品包裝、宣傳、售後服務等多維度，引導消費者作出負責任的購買決策；

- Providing consumers with sufficiently reliable, consistent, credible, accurate, comparable and verifiable information about the environmental and social factors associated with the production and delivery of a product or service to guide them to make responsible purchasing decisions, from product packaging to promotion and after-sales services.

- 積極開展有效的消費者教育活動，提升消費者評估產品和服務及進行比較的能力，以及其購買選擇對環境與社會產生的影響的認知。

- Actively engaging in effective consumer education activities to enhance consumers' ability to evaluate and compare products and services, as well as their awareness of the environmental and social impacts of their purchasing choices.

我們每一至三年會根據自身業務發展、行業通用慣例及良好標準對本政策進行審視和更新。

We will review and update the Policy every one to three years according to our business development, peer practices and good standards.