



Group Human Rights Policy

Scope	Global
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About this policy

The purpose of this policy is to document YouGov's commitment to respect and protection of human rights throughout its operations and its value chain, which includes all relationships with our supply chain, clients, business partners, and the communities in which we operate.

All staff are expected to familiarise themselves with the contents of this policy.

1. RESPONSIBLE PERSONS

- a. The Board of Directors of YouGov plc has overall responsibility for this policy.
- b. The Chief Governance and Compliance Officer is authorised with day-to-day oversight of the policy and will oversee a review of this policy at least once per calendar year.
- c. All staff are expected to comply with this policy, and any future iterations of the policy.

2. GLOSSARY

For the purposes of this policy, the following definitions shall apply:

YouGov or “we”	YouGov plc and subsidiaries globally
Human rights	<p>We have adopted the definition of human rights as set by the United Nations Universal Declaration of Human Rights: as the rights that are inherent to any individual as a human being, regardless of “distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.”</p> <p>Human rights include, but are not limited to, the right to life, liberty, work, education, a safe and healthy working environment, freedom from slavery and torture, freedom of opinion and expression, freedom from forced, compulsory and/or child labour, freedom from discrimination, and freedom of association.</p>
Modern slavery	Slavery, servitude, forced labour, and/or human trafficking.
Supply chain or “supplier”	Any individual or business that provides YouGov with products or services – including all suppliers, sub-contractors, and business partners, and their officers, subsidiaries, affiliates, employees, sub-contractors, agents, representatives, and consultants.
Partner	Any third-party individual or business with whom YouGov has a formal or informal working relationship. This may include (but is not limited to) a membership organization, an industry network body, or a charitable organisation to which YouGov donates money.

3. COMMITMENT

Our commitment is aligned with the internationally recognised human rights standards set out in the [International Bill of Human Rights](#) (including the United Nations (UN) Declaration of Human Rights), the [International Labor Organization’s Declaration on Fundamental Principles and Rights at Work](#), and the [UN Guiding Principles on Business and Human Rights](#).

- a. We have a zero-tolerance approach to any violation of human rights, as defined by these internationally accepted standards.
- b. We commit to protecting labour rights and promoting decent work within our operations and our value chain (including our supply chain), including fair wages, reasonable working hours, and safe working conditions, in line with all applicable regulations and standards.
- c. We recognise and aim to mitigate risks to the rights of any vulnerable group or minority community, including children, national and ethnic minorities, indigenous people, women and gender nonconforming people, LGBTQ+ people, people with disabilities, refugees and migrant workers and their families.
- d. We recognise that legal definitions and protections of human rights may differ from international human rights standards and across our countries of operation – we commit to respecting human rights to the highest extent possible while adhering to national laws.

4. EXPECTATIONS FOR STAFF

Our [Global Code of Conduct & Ethics](#) sets out the ethical basis on which we should conduct all aspects of our business. The Code defines expectations for staff to behave ethically, responsibly, and with integrity. This includes demonstrating a respect for human rights and a commitment to protecting human rights by appropriately reporting any violations (see point 7 below).

5. EXPECTATIONS FOR SUPPLIERS, PARTNERS, AND OTHER THIRD PARTIES

We acknowledge our responsibility to ensure that human rights are protected not only within our direct operations, but also throughout our extended supply chain and in the activities of our partners.

Our [Business Partner Code of Conduct](#) (the 'Business Partner Code') defines our expectations of YouGov suppliers – all key suppliers are required to confirm compliance with the Business Partner Code. Other suppliers will be expected to familiarise themselves with the Business Partner Code but may not be required to confirm compliance. However, all suppliers must adhere to YouGov's zero-tolerance approach to human rights violations.

YouGov will not contract with any supplier or work with any partner that demonstrates a disregard for human rights. Staff should be alert for any human rights violations by a supplier or partner, which should be appropriately reported (see point 7 below). If YouGov is made aware of a human rights violation by a supplier or partner during under contract, the response will be dealt with by the Compliance team.

6. DUE DILIGENCE

YouGov carries out due diligence of business partners, proportionate to the identified risk, which includes potential violations of human rights. Due diligence procedures should be undertaken where business relies on third party intermediaries. This may include, but is not limited to:

- a. Direct requests for information on the background, expertise and experience of persons with whom we intend to undertake business.
- b. Verification through indirect research.
- c. Monitoring of “associated persons” considered to be of higher risk for the duration of the contract.

7. REPORTING A VIOLATION

If you witness, or reasonably believe you have witnessed, a violation of human rights in any YouGov operations or activities, including by a supplier or partner of YouGov, it is your responsibility to report the incident via the appropriate channels defined in the [Group Whistleblowing Policy](#) or identified in the [Speaking up section of Youiverse](#).

8. RELATED POLICIES

Modern Slavery Act Statement	This statement demonstrates our commitment to tackle modern slavery and is available on our corporate website .
Group Diversity and Inclusion Policy	This policy defines our approach to diversity, equality, and inclusion at YouGov and is available on Youiverse .
Group Bullying & Harassment Policy	This policy defines our zero-tolerance approach towards any form of bullying or harassment and is available on Youiverse .
Business Partner Code of Conduct	This Code outlines expectations for all business partners to protect human rights and is available on our corporate website .

Scope, Monitoring and Review, Version Control

Scope

This policy covers all global employees, officers, consultants, contractors, freelancers, interns, work experience students, casual workers and agency workers (collectively referred to in this policy as “staff”) of YouGov plc and subsidiary companies.

This policy does not form part of any employee’s contract of employment and we may amend it at any time.

Monitoring and Review

The Chief Governance and Compliance Officer will review the implementation of this policy in respect of its suitability, adequacy and effectiveness and make improvements as appropriate.

Version Control

Version	Name (Role)	Date	Changes
V1.0	Emily Balcombe (ESG Manager)	February 2023	Policy created.
V1.1	Emily Balcombe (ESG Manager)	February 2024	Annual review and minor updates.