



## Upholding Ethics & Privacy

Ethics and privacy play a critical role in establishing a strong foundation for positive social impact. In this time of rapid innovation, big data, an evolving regulatory environment and increasing expectations from our customers, team members and communities, we are committed to continuing to lead in ethics and privacy. Our constant push to higher ethics and privacy standards will be a guidepost for our Progress Made Real work.

- We continue our enduring commitment to transparency
- We ignite and inspire passion for integrity in all our employees
- We drive a high standard of responsibility in our partner ecosystem

### Additional Goals

- By 2030, 100% of our employees will demonstrate their commitment to our values criteria
- By 2030, 100% of the direct partners we do business with will demonstrate their commitment to our values

### MOONSHOT GOAL



By 2030, we will fully automate our data control processes, making it easier for our customers to control their personal data

### HOW WE GET THERE



**Publish** an enhanced privacy statement



**Leverage** leading-edge technology for greater transparency and customer-preference management



**Invest** in our advanced privacy governance and risk-management technology



**Do business** with third parties who share our level of dedication to privacy