



**Marketing
& Advertising
Code of Practice**



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Marketing & Advertising Code of Practice

1. Introduction

The objective of this code of practice is to protect customers from receiving unwanted, unfair or misleading marketing and advertising from Panda.

We work hard to deliver fair, accurate and easily understandable marketing material which specifies clearly the product being marketed and the period it covers.

Our employees and representatives are committed to ensure that they do not exploit a person's inexperience or vulnerability or apply undue pressure when marketing to a customer.

We commit to ensuring that our employees or representatives / agents do not misrepresent our company or portray rival suppliers in a negative or inaccurate way.

If we break any of the guarantees and our standards contained within this or any Code of Practice, you're entitled to a payment of €30 from us. This will be credited to your account within one billing period.

2. Methods of Marketing Communication

In order to reach our customers and potential customers, we engage a variety of communication methods. These include but are limited to:

- Telephone
- Email
- SMS
- Direct mail
- Internet (including social media)
- Website
- Door-to-door
- Radio campaigns
- TV campaigns
- Press advertising
- Press interviews
- Insert with other Panda services' bill

Marketing Material

Our marketing material supports all of our methods of communication. Our aim is to be clear and unambiguous in its purpose. All products to which the material relates will be clearly specified.

We commit to ensuring that the information provided to customers either in writing or verbally through marketing and advertising campaigns will be:

- Complete, accurate, transparent and not misleading in terms of information that is provided or omitted
- Specifies clearly the offer/ product being marketed
- Communicated in plain and accessible language
- Relates to the products or services which are appropriate to the customer to whom it is directed
- Fair in both term of its content and format of presentation

We produce marketing material for a variety of reasons. These reasons include getting new customers, keeping existing customers, informing about new promotions, and building brand awareness and engagement and to compete with other suppliers.

Promotions

Any promotion that is communicated with customers will include details of the promotion and any changes or conditions involved (e.g. billing cycle, payment method) prior to sign-up. All promotions that have a time limit will be highlighted to customers.

If there are changes in conditions which are not known at the time of sign up but later change, all customers who signed up to the promotion will be informed (by invoice or text) of these changes in advance of their coming into effect and no less than 30 days before the end of the promotional contract.

3. Comparison of Tariffs

Panda are committed to publishing all tariffs for household customers on our website. These tariffs can be easily identifiable and accessible from a prominent position on the home page of our website. When we compare our tariffs with our rival suppliers, this information will be clearly presented on our website, which will be easily accessed. Comparison will be made on a like-for-like basis with the date of comparison made obvious. We commit to reminding customers that rival tariffs are subject to change.

In addition, if a tariff we are using for comparison is due to change within the next three months, this will be evident in our material.

When discounts or differences in tariffs are discussed, we will clearly outline the difference in all charges. Tariffs are displayed with and without VAT.

Further Information

Data Protection

Panda take GDPR and customer data very seriously. For more information about our GDPR practices, please visit the Panda privacy statement at www.panda.ie

Contact Details

Please see our details below:

- Phone Lo-call: 01 829 8992
- Email: CustomerCare.Energy@Panda.ie
- Address: Head Office, Ballymount Road Upper, Ballymount, Dublin 24
- Website: www.panda.ie

Please note that to maintain the highest level of service we may monitor and record calls