

A black and white portrait of a woman with dark skin, looking directly at the camera. Her right hand is raised to her head, with fingers resting on her hair. She is wearing a dark, long-sleeved top, a thin necklace with two small pearls, and a large, teardrop-shaped pearl earring. Her hand has several rings on the fingers. The background is softly blurred, showing what appears to be a textured surface like a chair or cushion.

BRUNA

2023

**ANTI-HATE SPEECH  
& HARASSMENT POLICY**

BRUNATHELABEL.COM

## INTRODUCTION

*At BRUNA, we are committed to fostering an inclusive and respectful online community where all individuals can engage, express themselves, and share their ideas in a safe and welcoming environment.*

We firmly stand against hate speech, harassment, and other harmful practices, including racism, discrimination, and any form of harmful behavior that undermines the values of respect, tolerance, and diversity.

This policy outlines our approach to maintaining a positive online atmosphere within our community, and the actions we will take to address instances of hate speech, harassment, and other harmful practices.

Human rights are embedded into BRUNA's relevant policies and practices including, but not limited to, our Human Resources Policy and our Responsible Supply Chains Policy. Our expectations for the BRUNA team and our business partners are articulated in BRUNA's Code of Conduct and BRUNA's Code of Conduct for Business Partners.

### SCOPE

This policy applies to the entire BRUNA community, including our customers, content creators, influencers, and employees, as well as users of the broader online community. It defines our approach to managing hate, harassment, and other harmful practices on all channels of communications, including but not limited to Facebook, Instagram, and TikTok.

## OUR COMMITMENTS

### HATE SPEECH

We commit to neither tolerate nor knowingly contribute to, assist, or facilitate the commission of any form of hate speech. At BRUNA, we define hate speech as any kind of communication in speech, writing, or any other form of expression (including images, cartoons, memes, objects, gestures, and symbols) that attacks or uses pejorative or discriminatory language with reference to a person or a group on the basis of who they are, in other words, based on their religion, ethnicity, nationality, race, color, descent, gender, sexual orientation, disability, economic or social origin, or other identity factor.<sup>1</sup>

### HARASSMENT

We commit to neither tolerate nor knowingly contribute to, assist, or facilitate the commission of any form of harassment. At BRUNA, we define harassment as any persistent, unwelcome, and offensive behavior that targets, intimidates, or humiliates others.

## OTHER HARMFUL PRACTICES

We commit to neither tolerate nor knowingly contribute to, assist, or facilitate the commission of any other harmful practice undertaken with the intention to harm or distress others.

### FOR BRUNA, HARMFUL PRACTICES INCLUDE:

- Any form of incitement to discrimination, hostility, or violence
- Using slurs, epithets, or other offensive language that perpetuates stereotypes or devalues certain groups
- Cyberbullying and trolling
- Blackmailing and intimidation
- Creating fake accounts or impersonating others to spread harmful content
- Sexual harassment
- Pornography
- Fake news
- Intellectual property infringement

### SHOULD WE BECOME AWARE OF ANY FORM OF HATE SPEECH, HARASSMENT, OR OTHER HARMFUL PRACTICES BEING UNDERTAKEN, WE WILL TAKE THE FOLLOWING ACTIONS:

- **Removal of the offending content:** Content that violates our policy will be promptly removed.
- **Warning and education:** Users who unknowingly violated our policy may receive a warning, along with educational resources to promote better understanding.
- **Account blocking:** For more severe or repeated violations, temporary or permanent account blocking may be implemented.
- **Reporting:** We report inappropriate content to the relevant communication channels in line with their communication guidelines.
- **Legal measures:** In cases involving severe hate speech or harassment, we may cooperate with law enforcement and legal authorities as appropriate.

## USER RESPONSIBILITY

To be part of the BRUNA community, we expect all users to positively contribute to our platform by adhering to the following guidelines:

- **Respect others:** Treat all individuals with kindness, empathy, and respect, regardless of their differences.
- **Think before you post:** Ensure your content is free from offensive language, stereotypes, and harmful intentions.
- **Report violations:** If you encounter hate speech or harassment, report it to us using the appropriate channels.
- **Supportive engagement:** Engage in constructive conversations and be open to diverse viewpoints while maintaining a respectful tone.

By following these guidelines, we can collectively create an online space that promotes dialogue, understanding, and collaboration among people from all walks of life. Remember that your actions have an impact and that together we can contribute to a more inclusive and tolerant world.

## **GOVERNANCE**

This policy is reviewed for effectiveness and relevance every year and when new circumstances arise by the Environmental, Social, and Governance (ESG) Manager, and it is endorsed by BRUNA's top management. Regular training is conducted on this policy and its applications for all relevant team members to ensure effective implementation and continuous improvement.

In the spirit of transparency, this policy is published on our website and regularly communicated both internally and to our community.

Should you become aware of any potential associations by BRUNA or our community to any of the points described in this policy, we encourage you to get in touch with our team by submitting any concern or grievance at: [esg@brunathelabel.com](mailto:esg@brunathelabel.com)

Thank you for being a part of our community.

<sup>1</sup> Adapted from the UN Strategy and Plan of Action on Hate Speech, see here.

Signature of the CEO

A handwritten signature in black ink, appearing to read 'Julia Maria Silva', is written over a horizontal line.

Date: 07 / 12 / 2022