

# Cloutflow Sustainability Policy

Cloutflow is committed to building a responsible creator economy where brand growth does not come at the cost of people, trust, communities, culture, or the environment.

As an influencer marketing company, our sustainability responsibility extends beyond office operations. It includes the way campaigns are designed, how creators are treated, how content influences people, how data is used, how claims are made, how products are dispatched, and how brands show up in culture.

## Our Sustainability Commitment

We aim to make a positive contribution through:

- Ethical and responsible marketing
- Fair and respectful creator partnerships
- Transparent campaign practices
- Responsible use of data and AI
- Inclusive representation in content
- Environment-conscious production and operations
- Human rights awareness across our work and supply chain
- Strong governance, accountability, and reporting

## Responsible Influence

We believe influence should help people make informed choices, not manipulate them.

Cloutflow will not knowingly create, recommend, approve, or amplify content that is intentionally misleading, deceptive, harmful, discriminatory, exploitative, or designed to hide material information from audiences.

This includes misleading content related to:

- Product benefits
- Pricing or offers
- Health, wellness, beauty, or financial claims

- Environmental or sustainability claims
- Paid partnerships or sponsored content
- Creator opinions represented as independent when they are not commercially influenced
- Performance results or campaign metrics

All creator-led content must follow applicable laws, platform rules, advertising standards, brand guidelines, and disclosure requirements.

## **Ethical Marketing & Advertising Standards**

Cloutflow is committed to high standards of marketing ethics.

We will ensure that campaigns are designed with fairness, accuracy, and cultural sensitivity. Our teams must avoid content that promotes hate, discrimination, harassment, body shaming, misinformation, harmful stereotypes, unsafe behaviour, or public indecency.

We will give appropriate consideration to how our work may affect different sections of society, including children, young audiences, vulnerable groups, regional communities, and underrepresented identities.

For regulated or sensitive categories such as health, wellness, finance, food, personal care, parenting, alcohol-adjacent categories, gaming, or sustainability claims, Cloutflow will apply additional review and approval checks.

## **Creator Welfare & Fair Partnerships**

Creators are not just distribution channels. They are creative partners, entrepreneurs, and cultural voices.

Cloutflow is committed to treating creators fairly, respectfully, and professionally. This includes:

- Clear campaign briefs
- Transparent deliverables
- Fair commercial discussions
- Timely communication
- Clear approval timelines
- Respect for creative labour
- Payment clarity

- Avoiding unreasonable revision cycles
- Respecting creator identity, language, audience, and content style
- No harassment, intimidation, or discriminatory treatment

We will not knowingly work with creators through exploitative arrangements or unclear commercial terms.

Where creators are required to travel, attend events, shoot in specific conditions, receive products, or follow strict brand instructions, teams must ensure expectations are communicated clearly and responsibly.

## **Diversity, Equity & Inclusion**

Cloutflow believes influence works best when it reflects the real diversity of people, languages, regions, cultures, lifestyles, and communities.

We will strive to build campaigns that avoid tokenism and instead represent people with authenticity and respect.

Our creator recommendations, hiring decisions, team culture, and vendor relationships must not discriminate on the basis of gender, caste, religion, race, ethnicity, disability, sexual orientation, age, language, region, marital status, pregnancy, socioeconomic background, or any legally protected characteristic.

Creator selection should be based on campaign fit, audience relevance, content quality, authenticity, performance signals, brand safety, and strategic objectives, not bias.

## **Responsible Data & AI Use**

Cloutflow uses technology, creator intelligence, analytics, and AI-led systems to improve campaign strategy, discovery, pricing, content quality, reporting, and decision-making.

We are committed to using data and AI responsibly. This means:

- Respecting privacy and applicable data protection laws
- Using data only for legitimate business purposes
- Avoiding misuse of creator, client, employee, or audience data
- Maintaining the confidentiality of campaign, client, creator, and platform information
- Preventing unauthorised access, sharing, or extraction of data

- Avoiding discriminatory or unfair automated decision-making
- Keeping human judgment involved in sensitive creator, campaign, and brand safety decisions
- Being transparent internally about how AI tools are used in workflows

AI should improve decision-making. It should not replace accountability.

## **Environmental Responsibility**

As a modern influencer marketing company, Cloutflow's environmental footprint comes from office operations, digital infrastructure, creator campaigns, events, product dispatches, production requirements, travel, packaging, and vendor networks.

We will aim to reduce avoidable environmental impact by:

- Encouraging digital-first workflows and reduced paper usage
- Avoiding unnecessary physical production where digital alternatives work
- Planning dispatches efficiently
- Reducing avoidable product wastage in creator campaigns
- Encouraging reusable, recyclable, or minimal packaging where possible
- Avoiding excessive gifting that creates waste without a strategic need
- Considering local creators to reduce unnecessary travel or logistics
- Working with vendors who follow responsible environmental practices
- Encouraging conscious event and shoot planning

For sustainability-related brand campaigns, Cloutflow will apply additional care to ensure claims are accurate, substantiated, and not exaggerated.

## **Green Claims & Sustainability Communication**

Cloutflow will not knowingly create or approve misleading environmental claims.

Any sustainability, eco-friendly, recyclable, carbon-neutral, plastic-free, cruelty-free, organic, natural, biodegradable, vegan, or climate-related claim must be backed by credible evidence from the client or relevant authority.

Creators must not be asked to make claims that are unclear, exaggerated, unsupported, or likely to mislead audiences.

When in doubt, teams must escalate sustainability claims for review before campaign approval.

## **Human Rights**

Cloutflow respects internationally recognised human rights and expects the same from employees, clients, creators, vendors, suppliers, and partners.

We will not knowingly support work, partnerships, vendors, or client assignments that involve or contribute to human rights abuse, forced labour, child labour, trafficking, unsafe labour practices, or exploitative working conditions.

We will take reasonable steps to identify and manage human rights risks in our supply chain, creator partnerships, production work, and client assignments.

## **Community Contribution**

Cloutflow believes the creator economy can create real opportunity across India and beyond.

We will continue to support a creator ecosystem that enables:

- More monetisation opportunities for creators
- Regional and local voices to be discovered
- Smaller creators to participate in brand campaigns
- Better campaign transparency
- More professional creator-brand relationships
- Fairer access to influence-led growth

Our goal is to build systems where brands grow, creators earn, audiences receive better content, and culture is respected.