

ADVERTISING POLICY

EL PUERTO DE LIVERPOOL



El Puerto de Liverpool

A. OBJECTIVE

To guide El Puerto's advertising practices to ensure that they are responsible and respectful of applicable regulatory, environmental, social and corporate governance compliance.

B. SCOPE

Applicable to all employees, suppliers and business partners who have signed the internal codes and policies of the various companies that make up El Puerto.

C. RULES

- 1. Our advertising is accurate, truthful, and transparent** in the information provided about our products and/or services.
- 2. We do not make false, misleading, or exaggerated claims about our products and services in our advertising campaigns**, particularly on critical issues such as public health or the environment, or those aimed at minors.
- 3. Advertised prices and discounts are transparent and clearly stated**, including any additional costs, in the applicable terms and conditions.
- 4. In the case of comparative advertising, we abide by laws and regulations** to ensure that the comparison is fair and based on verifiable information.
- 5. Our advertising practices are consistent with the ESG declarations made in our Corporate Governance Code and El Puerto's Sustainability Strategy ("The El Puerto de Liverpool Footprint"):**
 - a) We value diversity and inclusion in our advertising**, avoiding stereotypes and discrimination based on gender, race, religion, or sexual orientation.
 - b) We respect human rights in all our advertising activities**, avoiding the use of forced labor and any other form of exploitation.
- 6. We collect data in an ethical and transparent manner, obtaining consent when necessary**, making our privacy notices clear and understandable to our target audience, and conducting advertising campaigns under mechanisms that allow us to maintain the confidentiality of that information.

