

**Protection. Engagement.  
Communication. Trust.**



# The Consumer Engagement Principles

The members of The Consumer Goods Forum are committed to principles and practices that promote an environment of trust between the consumer and business. We do so against a backdrop of rapidly changing technology and consumer behaviour shifts that put a premium on proactive trust-building and consumer communication.

We endeavour to support the following Consumer Engagement Principles:

## **1. Simple Communications**

Communicate in a clear, simple and easy to understand language

## **2. Value Exchange**

Inform consumers about the benefits and value that the use of their personal information provides to both businesses and consumers

## **3. Transparency**

Inform consumers about what we do with the personal information they provide

## **4. Control and Access**

Enable consumers to easily choose whether and how their personal information is used; and to have access to information on how their personal information is used, and the ability to correct it and/or have it removed

## **5. Ongoing Dialogue**

Listen and respond to consumer feedback about the use of their personal data

## **6. Protection of Personal Information**

Protect the integrity, reliability and accuracy of consumers' personal information and be open about the status of their personal information

## **7. Integrity in Social Media**

Preserve integrity through proper disclosure of commercial interests in social media practices such as ratings, recommendations, endorsements and work with regulatory agencies on alignment of practices and guidelines

**Join the Movement. |**

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