

# Product & Content Guidelines

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## 1 Purpose and Area of Application

All companies of the Zalando Group are committed to trading responsibly and we take steps to ensure that the goods we sell and procure have been produced in an ethical, safe and environmentally conscious manner. Our [do.MORE strategy](#) is to be a sustainable fashion platform with a net-positive impact for people and the planet, and we have set bold, measurable targets until 2023 which cover all areas of our business. Zalando is committed to only selling and displaying products and content that are non-offensive to our customers and we take this responsibility seriously. We promise our customers an experience that they can trust and they rightly expect us to adhere to high product and content standards.

Our Product and Content Guidelines are complementary to our [Code of Conduct and other sustainability and ethical standards](#), which set the baseline for social, environmental and chemical compliance, and apply to all business partners, including, but not limited to: suppliers, agents and trading companies (hereinafter “Business Partners”) of Zalando SE and all its subsidiaries (hereinafter “Zalando”). They define what Zalando considers to be offensive, illegal or otherwise inappropriate products and content and act as a reference point for employees of Zalando and our Business Partners when taking decisions regarding the type of content and products that are permitted on Zalando. They apply to all products and content sold through and/or displayed on Zalando’s websites, including content pertaining to an individual product, such as the product name, product description, as well as images and videos of the product and logos. They do not include an exhaustive list of use cases, and product and content producers are expected to make the required and necessary judgements when applying these guidelines to ensure that products and content displayed on Zalando meet our requirements. Both employees of Zalando and of our Business Partners are required to familiarize themselves with these guidelines and act accordingly.

We have adopted a continuous improvement approach towards our 2023 ambitions, which we expect Business Partners to adopt and demonstrate clear progress against. This improvement reflects our ambition to raise the bar across the industry and only work with partners who align with our ethical standards by 2023. In addition to ongoing compliance checks carried out during delivery and production, Zalando will perform regular spot-checks on the product assortment to verify Business Partners' compliance with the guidelines specified below. Products and content on Zalando may be flagged as being in violation of these guidelines by various sources, including, but not limited to: buyers, customers, or campaigning groups. Products or content that are considered to be in violation of these guidelines will not be displayed on Zalando - if already live, the product or content violation will be removed. Further, Zalando reserves the right to suspend partners from selling on the platform or terminate the business relationship, if they violate these guidelines and the legal requirements for such termination under applicable law are met.

The Product and Content Guidelines serve as a foundational document for internal and external compliance training and process oversight and will be updated on a regular basis by the Zalando Product and Content Executive Panel. The Panel is responsible for ensuring that the guidelines are always up to date and that no relevant omissions persist. The Panel meets periodically to review violations of these Guidelines and discuss whether the Guidelines need to be updated or changed, taking into account developments from around the world and Zalando's strategic goals, i.e. to be a leader for positive change in the fashion industry and taking a stand for those issues which the company believes in.

## 2 Definition of Offensive and Illegal Products and Content

This Zalando has defined 11 dimensions that constitute offensive and illegal content. In order for products or content to be sold and / or displayed on Zalando, the products and content may not contain, represent, condone or promote the following (please see sections 2.1 - 2.11 for detailed descriptions):

1. **Discriminatory or hateful activities**, including derogatory representations based on ethnic or national origin, gender, religion, political views, disability, age or sexuality; support for racism, sexism or other discriminatory ideas; slurs or negative stereotypes; etc.
2. **Political extremism**, including any Nazi-related symbolism; specific numbers associated with political extremism; far-right symbolism; etc.
3. **Adult content**, including graphic depictions of sexual activity; nudity or poses, camera angles or props that suggest pornographic intent; etc.
4. **Glorification of violence**, including depictions of violence; explicitly showing or hinting at extremist or terrorist organisations; linking to gangs; etc.
5. **Objectification and exploitation**, including sexualization or exploitation of minors; sexualization of individuals; any images hinting at any form of trafficking; etc.

6. **Self-injury and harmful behavior**, including graphic or otherwise triggering imagery relating to self-harm; instructions around self-harm; promotion of any self-harm behaviour; etc.
7. **Drug use**, including the portrayal of hard drugs (e.g. cocaine, heroin, magic mushrooms); messages promoting or celebrating the use of drugs; etc.
8. **Inappropriate language**, including targeted language that is offensive to women and minorities, and the word “fuck”.
9. **Perpetuation of stereotypes**, including slurs or caricatures based on stereotypes,
10. **Intellectual property rights infringements**, including products and content for which patterns, cuts or other features infringe legally protected IP rights (e.g. copyrights, design rights or trademarks).
11. **Violation of our Animal Welfare and Sustainable Sourcing policies**, including engaging in prohibited activities and using materials related to the manufacture, sourcing and sale of products sold through Zalando, as defined in the [Animal Welfare](#) and [Sustainable Sourcing policies](#).

In order to make the identification of offensive products and content as clear and unambiguous as possible, we have included detailed guidelines per dimension below:

## 2.1 Discriminatory and hateful activities

We will not tolerate any discriminatory or hateful activities being displayed in content or products sold through Zalando. This includes:

- Derogatory representations based on ethnic or national origin, gender, religion, political views, disability, age or sexuality.
- Support for racisms, sexism or other discriminatory ideas.
- Hate-based conspiracy theories and misinformation.
- Denial of an individual’s gender identity or sexual orientation.
- Shaming of body shape or size.
- Attacks on individuals, including public figures based on their membership in a vulnerable or protected group.
- Mocking or attacking the beliefs, sacred symbols, movements, or institutions of the protected or vulnerable groups, including people grouped together based on their actual or perceived race, color, caste, ethnicity, immigration status, national origin, religion or faith, sex or gender identity, sexual orientation, disability or medical condition. This also includes people who are grouped together based on lower socio-economic status, age, weight or size, pregnancy and veteran status.

## 2.2 Political extremism

We will not tolerate any messages of political extremism being displayed in content or products sold through Zalando. This includes:

- Nazi-related

- Any Nazi-related symbolism, including any display of swastikas, triskeles, a black sun, golden stars in specific positions on shirts, the war flag of Germany during National Socialism (Reichskriegsflagge).
- Any products that hint at Nazi-related approaches, including combinations of colors, font and use of specific words (e.g. Sieg), the use of the word “Auschwitz”.
- Specific numbers that will be paid close attention to will be:
  - 18 — Adolf Hitler’s initials are the first and eighth letter in the Latin alphabet
  - 88 — “Heil Hitler”, stands for two times the eighth letter in the alphabet. If you count from the back of the alphabet 8 times, you get “SS”.
  - 14 — 14 words “We must secure the existence of our people and a future for white children” where “our people” means the “Aryan race”.
  - 74 — “G” and “D” for “Grossdeutschland” - seventh and fourth letters of the alphabet.
  - 28 — Neonazi network Blood & Honour (stands for second and eighth letter of the alphabet) - banned in Germany since 2000.
  - 198 —  $19 + 8 =$  “Sieg Heil”, stands for 19th and eighth letters in the alphabet.
  - 1919 — “SS” two times the 19th letter in the alphabet.
- Far right symbolism, including but not limited to: celtic cross, Ku Klux Klan (KKK), white power / white pride (e.g. any reference to “white only”), anything linked to the Confederate flag.
- Keffiyeh scarves, of any color.
- Political or cultural icons connected to negative events throughout history (e.g. slave trade, colonialism, etc).

## 2.3 Adult content

We will not tolerate any adult content on our products or otherwise displayed through Zalando. This includes:

- Graphic depictions of sexual activity.
- Images of nudity where the poses, camera angles, or props suggest pornographic intent.
- Graphic kamasutra visuals.
- Cartoon or anime characters engaged in sexual activities.
- Blow up dolls referencing sexual activity.
- Fetishized imagery.
- Vivid sexual text descriptions.

Zalando reserves the right to differentiate between pornography and other mature content. For example, content and products pertaining to sexual health and education, art and well-being with adult nudity presented in a non-pornographic context are permissible. In addition, see-through products that show a model’s nipples may be displayed.

## 2.4 Glorifying violence

We will not tolerate any messages glorifying violence being displayed in content or products sold through Zalando. This includes:

- Any content showing violence, for example shooting, hanging, fighting, punching, cutting.
- Any content explicitly showing or hinting at any extremist or terrorist organizations.
- Any content linked to gangs:
  - Gang symbols such as hand symbols. All products displaying an individual showing a hand signal will be checked against potential gang affiliation and implication.
  - The writing out of specific gang names (e.g. Crips or Bloods).
- Any content showing weapons, including guns, knives or machetes.
  - These symbols will be allowed if they are part of official flags, for example the Mozambican flag (incl. AK-47) or Angolan flag (incl. machete) as long as these flags are not further associated with violence through additional graphics superimposed on products.
- Any content showing someone wearing a gas mask, a bulletproof vest, any clothing that could be perceived as weapon upholstery, any related military utilities, etc.
- Any graphic including a noose or hinting at the idea of a noose.

## 2.5 Objectification and exploitation

We will not tolerate any messages emphasizing objectification or exploitation being displayed in content or products sold on the Zalando site. This includes:

- Sexualization or sexual exploitation of minors. This applies to any individual appearing younger than 18 years old, and applies specifically to any images which imply grooming, sexual remarks, or any imagery which is questionable here in any way.
- Any image focusing on the sexualization of an individual.
- Any image of a person where the pose is more sexual in nature and there is a bold line superimposed over the eyes (color of the line is irrelevant).
- Any sexualized image of a person where the body is shown but the head is not.
- Any image hinting at adult sexual services that may involve sexual or physical exploitation.
- Any image hinting at any form of trafficking.
- Human trafficking and other illegal commercial exploitation, for instance organ trade or protected and endangered wildlife and wildlife products.

## 2.6 Self-injury and harmful behavior

We will not tolerate any messages focusing on self-injury or harmful behavior being displayed in content or products sold on the Zalando site. This includes:

- Instructions around self-harm.
- Graphic or otherwise triggering imagery, for example someone slitting their wrists. This can be an explicit image but also an image that hints at this behavior.
- Any promotion of any self-harm behavior.

## 2.7 Drug use

We will not tolerate any display of drug use in content or products sold on the Zalando site. This includes:

- Any time hard drugs are portrayed or referenced, including but not limited to cocaine, heroin, magic mushrooms.
- Marijuana
  - Not allowed:
    - Anytime the smoking of a marijuana / cigarette is shown, including if this is done by a cartoon character.
    - Any real image of a marijuana cigarette.
  - Allowed:
    - Symbols of marijuana, including a picture of a marijuana leaf.
- Any messages promoting or celebrating the use of drugs & alcohol, including phrases like “High on life” when accompanied by a photo of someone smoking a cigarette.

## 2.8 Inappropriate language

We will not tolerate content or the sale of products that include any inappropriate language. This includes:

- Use of language that is specifically offensive to minorities and women is strictly prohibited.
- The word “fuck” is never allowed (and its equivalent in other languages).
- This also includes if a word is written and not spelled the same way - but the implication is clear. For example, if you see “FUC” and the last letter is covered, or the spelling is changed to say “fuct” or “fucc” but the implication is clear.
- Using the phrase “Fuck you” or “Fuck off”.
- Zalando holds the right to judge other language as inappropriate or offensive.

## 2.9 Perpetuation of stereotypes

We will not tolerate content or the sale of products that perpetuate stereotypes or exclude certain individuals (stereotype: a widely held but fixed and oversimplified image or idea of a particular type of person or thing). This includes:

- Slurs, including caricatures, based on stereotypes.
- Implying negative assumptions about people from certain groups (e.g. clichés about gender, age groups, ethnicities, job families or any other diversity characteristics).

- Implying that a person should change something about a characteristic associated with their diversity, in order to fit stereotypical definitions of beauty (e.g lightening / darkening skin color, hiding physical “imperfections”, etc.).

## 2.10 Infringement of intellectual property rights

We will not tolerate the sale of products that violate intellectual property rights. These are considered legal violations and will be dealt with accordingly.

## 2.11 Violation of our Animal Welfare and Sustainable Sourcing policies

Our **Animal Welfare** and **Sustainable Sourcing policies** define the minimum social, environmental and animal welfare standards that apply to the manufacture, sourcing and sale of products sold through Zalando, and include prohibited activities and materials. All products sold on Zalando must be in line with these policies. This includes:

- All images must be sensitive to animal welfare issues.
- Using live animals in photoshoots should be avoided. If animals are used, all care should be taken to reduce harm, stress and fear.

## 3 Additional Content Guidance

The above listed dimensions apply to all products AND content on Zalando (i.e. content on Zalando may not be discriminatory or hateful, politically extreme, etc). However, in addition to these dimensions, there are additional guidelines that apply specifically to content on Zalando. Content which violates these rules may not be displayed on Zalando.

- Additional content-specific guidelines:
- Models should look healthy and respect European standards on minimum sizes (i.e. not extreme or unhealthy).
- Children’s underwear and beachwear may not be shown on models.
- Adult garments must be shown only on models visibly over 18 years of age (with special attention to underwear and beachwear).
- Models may not conceal their breasts with their hands / arms, only; cannot be topless.
- Models may not be represented in derogatory or discriminatory postures, including postures that are objectifying, overtly sexualised or perpetuate stereotypes (e.g. women subservient to men).
- Images may not be overly retouched (specifically, darker skin tones may not be lightened).