



The Clorox Company Responsible Marketing Policy

Updated November 7, 2019

References to “The Clorox Company”, “Clorox”, and “Company” refer to The Clorox Company and its subsidiary companies worldwide.

PURPOSE

This responsible marketing policy establishes standards for the purchase and content of the Company's advertising.

SCOPE AND ENFORCEMENT

Compliance is mandatory for employees and contingent workers worldwide (“workers”) involved in advertising and marketing worldwide.

Noncompliance with this policy may result in disciplinary action, including termination.

POLICY

It is the policy of The Clorox Company to create and purchase its advertising in such a way as to reach the designated target audience with maximum efficiency, using advertisements and media that are in keeping and consistent with the character and the values of The Clorox Company.

The copy and graphics included in all advertisements and other marketing communications will comply with applicable Clorox policies and standards.

Claims made in advertisements and other marketing communications will be fair, accurate, and substantiated, and such communications will be in compliance with applicable laws and regulations.

Advertisements and other consumer-facing marketing communications containing new claims, including but not limited to radio and TV commercials, print and digital advertisements, sales brochures, social media and website content, hang tags, mobile apps, marketing emails and text messages, press releases, product labels, stickers and packaging, contest and sweepstakes materials, FSIs, audio-visual and other multimedia content, RCM materials, in-store demos, coupons/rebates and product sampling, must be submitted to Legal Services for review.