



CUSTOMER RELATIONS POLICY



PURPOSE

The **goal** of this policy is to outline the commitments that enable us to offer a differentiated value proposal for customers, with **high standards of quality, excellence and safety**, aimed at better meeting their expectations. Our Company places its customers at the heart of its commercial strategy to improve its relationship with them in a sustainable way and for the long term.



GENERAL ACTION PRINCIPLES

COMMITMENT TO THE CUSTOMER

- Design an **attractive, personalised and differentiated** value proposal for customers which anticipates their needs and is able to exceed their expectations.
- Promote an excellent and easy physical and digital experience for our customers via the commitment to **listen actively** to their needs through multiple channels, always responding appropriately, quickly and effectively and increasing their loyalty and satisfaction.
- Guarantee an **ethical, transparent and responsible** handling of customers with documents written in a simple and unambiguous way, clearly informing them about products, conditions and rates, and preventing any type of interference that may affect impartiality or objectivity.

COMMITMENT TO THE PRODUCT

- Develop and market **quality** products, guaranteeing customers' **safety and protection**.
- Foster **continuous improvement** to achieve excellence in processes and **increase competitiveness** and the **creation of value** by dedicating the resources required.

ETHICAL COMMITMENT IN COMMUNICATIONS

- Carry out **transparent, comprehensive, proportional and accurate** communication and advertising, rejecting any type of illegal or misleading content, or content that does not respect moral values and diversity.
- Respect the **ethics and values** specific to society through our marketing and advertising programmes.
- Guarantee the right to **privacy and legal processing of data** belonging to customers, hence all of our communications practices (offline and digital) comply with the legislation in this area.

COMMITMENT TO THE LAW

- Respect **compliance with applicable legislation**, also tailoring the commercial activity to the socio-cultural environment of each country in which the Company is present.

COMMITMENT TO AFTER-SALES SERVICE

- Guarantee a **rigorous and high quality** customer service in accordance with the values established by the entity.
- Make the appropriate **communication channels** available to customers so that they can communicate their claims, complaints or suggestions.