



# THE WESTPAC GROUP

## PRINCIPLES FOR RESPONSIBLE MARKETING & ADVERTISING

**We believe responsible marketing and advertising is a key element to ensuring our customers are informed about the products and services they are considering, and that our advertising is accurate and useful. These principles align with Westpac's reputation as a trusted bank while ensuring a responsible, fair and ethical approach. These principles also align to the commitments set out in our Code of Conduct and our regulatory compliance obligations.**

### 1. ETHICAL STANDARDS

We commit to honest, transparent, and fair marketing practices that respect consumer rights and financial well-being. Our advertising will not be deceptive, misleading, or exploitative.

### 2. CONSUMER PRIVACY & DATA PROTECTION

Where customer information and data are collected, stored, and used as part of our marketing and advertising activity, this is in accordance with our Privacy Policy, which is consistent with the Australian Privacy Principles (APP) as overseen by the Office of the Australian Information Commissioner (OAIC).

### 3. SERVICE AND MARKETING MESSAGES

We will send you service messages about your existing products or services with us. If you receive marketing messages from us, and don't wish to receive these messages, we will show you how you can simply and effectively unsubscribe from these messages.

### 4. SOCIAL RESPONSIBILITY & FINANCIAL WELLBEING

Our marketing and advertising efforts will promote responsible financial behaviours, avoiding unrealistic promises or pressure tactics (including in relation to sustainability). We will never market products in a way that encourages irresponsible borrowing or raises financial hardship.

### 5. ACCURACY & TRANSPARENCY

Claims in our marketing and advertising about financial products (including interest rates, fees, and repayment terms) will be clear, accurate, up to date, and easily understood. Our disclosures will comply with appropriate standards, including those set by the Australian Securities and Investments Commission (ASIC) and Australian Prudential Regulation Authority (APRA).

### 6. RESPONSIBLE AUDIENCE TARGETING

Our marketing strategies will consider appropriate audiences relevant to the products or services being offered and have regard to ASIC's Design & Distribution Obligations. Marketing and advertising will provide a balanced understanding of any product or service features, risks and benefits.



## **7. INCLUSIVE AND ACCESSIBLE & PROTECTION OF VULNERABLE CONSUMERS**

Special care will be taken when we market to young adults, seniors, low-income individuals, first-time borrowers or any economically and socially vulnerable individuals. Marketing and advertisements aimed at these consumers will be ethical, respectful, and protective of their wellbeing. Where appropriate, financial literacy resources will be incorporated into these campaigns to support informed decision-making.

## **8. RESPONSIBLE DIGITAL ADVERTISING**

We commit to ethical digital advertising practices. Our marketing activities will adhere to the Spam Act 2003 overseen by the Australian Communications & Media Authority (ACMA) and the Australian Consumer Law principles regulated by the Australian Consumer & Competition Commission (ACCC).

## **9. SPONSORSHIP ARRANGEMENTS AND TRANSPARENCY (INCLUDING WITH INFLUENCERS AND SPONSORED CONTENT)**

We will only enter sponsorship arrangements where the opportunity is aligned with our business, sustainability, and brand and marketing objectives, purposes and values. Any collaborations with financial influencers or third-party partnerships will be fully disclosed and monitored to maintain trust and authenticity.

## **10. ENVIRONMENTAL AND SUSTAINABILITY CONSIDERATIONS**

We will promote sustainable banking initiatives, ethical investments, and sustainable financial choices and tools to become more sustainable in their operations in our marketing, where applicable. Any sustainability claims in our advertising will be aligned to the ACCC's Eight principles for Trustworthy Environmental and Sustainability Claims.

## **11. COMPLIANCE WITH AUSTRALIAN FINANCIAL REGULATIONS**

Our marketing strategies will align with the commitments set out in the Banking Code of Practice (BCOP), regulatory guidelines (including ASIC's Regulatory Guide 234: Advertising Financial Products & Services and Regulatory Guide 274: Product Design & Distribution Obligations, which also requires publishing of Target Market Determinations), and relevant consumer protections to ensure compliance with Australia's financial regulatory framework.

## **12. FEEDBACK AND COMPLAINTS**

We consider complaints as an opportunity to improve our service and provide feedback to our staff. If you're ever unhappy about something we've done (or perhaps not done) we welcome the opportunity to put things right.

**We further commit to ongoing review and refinement of our marketing and advertising practices, adapting to consumer feedback, regulatory updates and ethical best practices.**



# OTHER WESTPAC REFERENCES

[Westpac Code of Conduct](#)

[Sponsorships Guidance](#)

[Westpac Privacy Statement](#)

[Target Market Determinations](#)

[Access & Inclusion](#)

[Feedback & Complaints](#)