

## **Fred Perry Social Media Policy**

At Fred Perry, we are committed to fostering a respectful and inclusive community across all our social media channels. We believe our platforms should be safe spaces where everyone feels valued and respected. Our core values of kindness and integrity guide our interactions and engagements.

### **Policy Statement**

We have a zero-tolerance policy for any form of racism, fascism, or abusive language. This includes, but is not limited to, comments that are discriminatory, hateful, or threatening toward individuals or groups based on race, ethnicity, nationality, religion, gender, sexual orientation, disability, or any other characteristic.

### **Community Guidelines**

1. **Celebrating Diversity:** We embrace diversity and inclusivity. We are dedicated to ensuring our community reflects these values in every interaction.
2. **Kindness in Communication:** We encourage all community members to engage with empathy and respect. Constructive dialogue is welcome, while personal attacks, hate speech, and harassment will not be tolerated.
3. **Integrity in Interaction:** We value honesty and accountability. Our team do our best to monitor our channels, but If you see content that violates these guidelines, please report it to us. We take these reports seriously and will act accordingly.
4. **Reporting and Moderation:** We will remove any content that violates this policy and may block users who engage in abusive behaviour.
5. **Consequences:** Violations of this policy will result in the removal of the offending content and may lead to permanent blocking from our social media channels.

By participating in our online community, you agree to uphold these guidelines.

November 2024