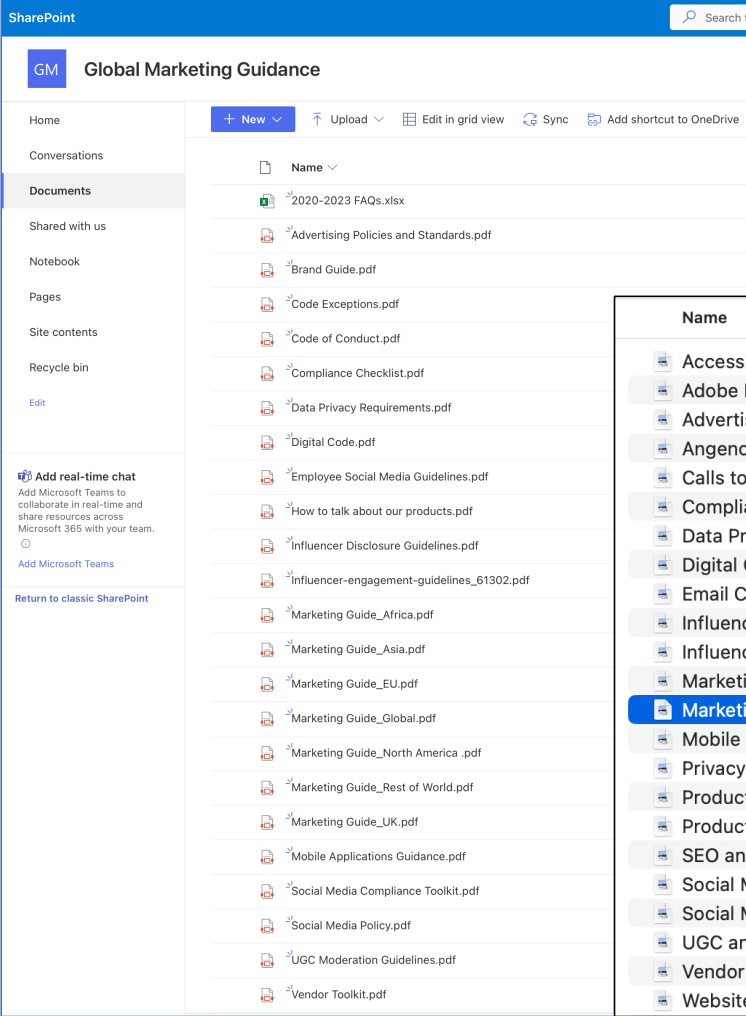




Next level of enabling marketers

# THE PROBLEM MARKETING HAS ALWAYS HAD IS FINDING THE ANSWERS



SharePoint Global Marketing Guidance

Home | + New | Upload | Edit in grid view | Sync | Add shortcut to OneDrive

Documents

- 2020-2023 FAQs.xlsx
- Advertising Policies and Standards.pdf
- Brand Guide.pdf
- Code Exceptions.pdf
- Code of Conduct.pdf
- Compliance Checklist.pdf
- Data Privacy Requirements.pdf
- Digital Code.pdf
- Employee Social Media Guidelines.pdf
- How to talk about our products.pdf
- Influencer Disclosure Guidelines.pdf
- Influencer-engagement-guidelines\_61302.pdf
- Marketing Guide\_Africa.pdf
- Marketing Guide\_Asia.pdf
- Marketing Guide\_EU.pdf
- Marketing Guide\_Global.pdf
- Marketing Guide\_North America .pdf
- Marketing Guide\_Rest of World.pdf
- Marketing Guide\_UK.pdf
- Mobile Applications Guidance.pdf
- Social Media Compliance Toolkit.pdf
- Social Media Policy.pdf
- UGC Moderation Guidelines.pdf
- Vendor Toolkit.pdf

Name	Size	Kind
Accessibility Policy.pdf	387 KB	PDF Document
Adobe Experience M...tes and How Tos.pdf	8.4 MB	PDF Document
Advertising Policy.pdf	269 KB	PDF Document
Agency Management Guidelines.pdf	387 KB	PDF Document
Calls to Action.pdf	352 KB	PDF Document
Compliance Checklist.pdf	10.7 MB	PDF Document
Data Privacy Requirements.pdf	387 KB	PDF Document
Digital Channel Approvers.pdf	352 KB	PDF Document
Email Channel Requirements.pdf	2.1 MB	PDF Document
Influencer Disclosure Guidelines.pdf	176 KB	PDF Document
Influencer Engagement Guidelines.pdf	168 KB	PDF Document
Marketing and Advertising Page Tags.pdf	416 KB	PDF Document
<b>Marketing Policy.pdf</b>	<b>387 KB</b>	<b>PDF Document</b>
Mobile Applications Guidance.pdf	1.9 MB	PDF Document
Privacy Requirements.pdf	387 KB	PDF Document
Product Names and References.pdf	387 KB	PDF Document
Product Placement.pdf	387 KB	PDF Document
SEO and Findability.pdf	387 KB	PDF Document
Social Media Compliance Toolkit.pdf	6.6 MB	PDF Document
Social Media Policy.pdf	6.6 MB	PDF Document
UGC and Social Media.pdf	205 KB	PDF Document
Vendor Toolkit.pdf	387 KB	PDF Document
Website Management Policies.pdf	387 KB	PDF Document

- Survey Email Standard.pdf [Copy link](#)
- Advertising in Email Policy.pdf [Copy link](#)
- CAN SPAM Guidance.pdf [Copy link](#)
- Confirmed Opt-In Email Policy.pdf [Copy link](#)
- Email Send Speed Control (Throttling) Policy.pdf [Copy link](#)
- Types of Email and Deployment Policy.pdf [Copy link](#)
- Email Frequency and Timing (Audience Management) Policy.pdf [Copy link](#)
- Friendly From Name in Emails Policy.pdf [Copy link](#)
- Email A-B Testing Best Practices.pdf [Copy link](#)

- [AQ0905.A-v6.pdf](#)
- [Computer Malware and Endpoint Protection Policy 4-010-v10.pdf](#)
- [Digital Marketing Policy MKT03-v1.pdf](#)
- [Digital Marketing Process MKT03-PR-001-v2.pdf](#)
- [General Mobile Coding Standards 1.0.docx](#)
- [Global Marketing Privacy Procedure MKT01-001-v1.pdf](#)
- [Info Access Controls 4-020-v9.pdf](#)
- [Info Security and Access Controls Procedure 4-020-001-v8.pdf](#)
- [Mobile Project Flow Diagrams - Process.pdf](#)
- [Mobile Apps Privacy Checklist.docx](#)
- [Social Media IP SMRC 5.2.11.pdf](#)
- [Social Media Policy PA-005-v5.pdf](#)
- [Social Media Guidelines 4152011.pdf](#)
- [Software Licensing Control 2-010-v6.pdf](#)
- [SOP\\_MobilePlatforms.doc](#)

# TOGETHER WITH COUNTERPARTS, HAVING TO ACTING LIKE SUPERHEROS

Legal Compliance. All users of official University social media accounts involving athletics shall comply with all NCAA regulations for social media account use and recruiting and shall abide by the policies and procedures for use that are established by any social media site or platform being used. All users, regardless of department, shall comply with all University policies and federal, state, and local laws, rules, and regulations, including but not limited to FERPA, when using and posting content to social media accounts.

- ✓ The Country General Manager or their delegate must approve all email copy to ensure compliance with laws regarding promotional email and local policies.
- ✓ Pre-approved global marketing email copy may be used without additional approval from your Country General Manager if you have Marketing Director approval. Pre-approved copy must be reviewed and approved by Global Legal Counsel.
- ✓ It is your responsibility to sync opt-outs with partners and affiliates prior to sending out an email campaign. This is required to maintain email compliance with varying laws and regulations around the world.

## Base level marketer requirements

- The capturing and handling of customer data is compliant with all local privacy legislation
- The necessary safeguards are in place to ensure customer data cannot be accidentally released, stolen or used for a purpose other than that defined on the website
- Internal policies are set for the capture and storage of customer data
- Policies for handling customers' data are created and embedded
- Customer consent is obtained for using their contact information for marketing purposes
- Intellectual property is fully protected through copyright notices and trademarks
- Disclaimers are used where necessary
- The best practice approach for customer consent to the use of cookies is obtained and implemented
  - Take legal advice whether this is necessary for your website based on your location
- Compliance with local legal requirements
- Compliance with all relevant industry codes of conduct
- Regularly review legal advice to ensure the website remains compliant at all times

# ALWAYS HAVING TO ASK “MAY I”

## GOVERNANCE

Compliance with the Code is mandatory. This is HEINEKEN's minimum standard policy for all external commercial communications. In localities where laws are stricter, they supersede our code.

Everyone involved in the marketing and sale of our brands including licensees and third-party distributors, is responsible for implementing the Code, including for the brands of our subsidiaries and joint ventures where we have a controlling interest. For joint ventures where we do not have a controlling interest, we educate them on the Code and encourage its adoption. To ensure effective compliance, the following actions are required:

- ★ All Commerce, Corporate Affairs and Legal teams, marketing agencies and others involved in marketing and selling our brands, and all new hires shall complete annual training on this Code.
- ★ All agreements related to commercial communication should refer to the Code and a copy of it should be attached to all contracts with parties that prepare, make or post commercial communications on our behalf.
- ★ Both Legal and Corporate Affairs should be involved as early as possible in any creative discussion about marketing or commercial communication to provide timely guidance, and should continue to be involved if new questions arise along the way.
- ★ We take complaints about our commercial communications seriously. All complaints received from non-governmental organizations, consumers or regulatory bodies about a particular commercial communication, activity, or event, must be properly addressed and related correspondence stored and registered for audit purposes.

## RESPONSIBILITY

- ★ The Marketing Director is accountable for the training of the agencies they work with and for compliance with the Code within the full marketing team.
- ★ The Sales Director is accountable for training the agencies with whom they work. They are responsible for ensuring Code compliance for all non-frontline sales and trade marketing employees that work on marketing, and with external agencies.
- ★ The Global Brand Directors are responsible for any marketing or sales activities agreed on a regional or global level – for instance an agreement with a regional supermarket chain or a sponsorship deal for a global event.

## APPROVALS

- ★ Any issues related to the sign-off process, additional guidance or potential departures from the Code should first go through Legal and Corporate Affairs and, if they believe it's required, will be escalated to Global. Written approval is then needed from the relevant Global Marketing Director before any activity gets underway. In case this does not resolve the dispute, the issue will be presented to the Chief Commercial Officer, Chief Corporate Affairs and General Counsel at Global for a final decision.

# IN 2019, WE STARTED TO THINK ABOUT FREEING POLICIES

2013–2016

Ebola epidemic

2019

Policy requirements delivered through a chatbot for faster content approval

**Use a Chatbot for Digital Governance? Why Not?**  
7 MINUTE READ

By Kristina Podnar  
MAY 1, 2019 DIGITAL WORKPLACE

*It might seem counterintuitive to use technology to implement the policies you develop to govern the use of digital content and channels, but why not?*

We use technology to get our work done every day. But what about using technology to drive decisions about whether various initiatives are in line with our company's digital policies? In other words, could we use digital tools to determine what should or shouldn't be done in a marketing campaign, or whether content created for a mobile application is in compliance with regulations, or whether a user-generated content campaign is a good idea?

It might seem counterintuitive to use technology to implement these policies, but why not? After all, technology helps us do things like make groceries appear on our doorstep within hours of placing an online order, see the face of a colleague halfway around the world, and even work from home when the plumber needs to arrive between 9 am and 3 pm. If it saves time and makes it easier for employees to abide by your digital policies, I think it's a fantastic idea.

Yet for most people I know, a mention of using technology for digital governance leads to thoughts about content management system templates, workflows and multiple stages of approval before content goes live. And for good reason: The actual governance efforts inside of organizations — whether for digital channels or the content that flows through them — have not evolved much in 20 years. Maybe this is the perfect time to change that.


**The Old Way of Getting Content Approved**

I recently had an opportunity to observe a company that was spending too much time getting content approved and published. First, the marketing department had to complete its checks and balances, and then the legal and compliance teams took over with their own approval


TODAY

Personalized policy guidance with continual learning and back-end office integration

**Global Compliance Bot**

I want to engage a new influencer in Singapore to promote our Surf line and need to let the agency know all of our requirements. 


Just now

 **Do we have to include #Ad on all Influencer Posts?**


It depends. An individual is generally an influencer or "endorser" if he or she is speaking on digital media about NativeTrust or its products and has a "material connection" to the brand. They must be transparent with consumers and include a disclosure in their posts. For clear disclosure, an endorser must use the following wordings in their post or direct local language translation: #Ad 'So excited to partner with [brand]'. #Paid #Paid partnershipwith

Can I show you more information on influencer guidance?

Just now


Yes 

Just now

 **Do you want to know more about Brand Ambassador or employee disclosures?**

Remember that media placement refers to the digital media channels where we may place our branded content. This includes, but is not limited to:


- A brand-owned website or mobile channel.
- Third party digital platforms (e.g. advertising on third party websites or social media channels).
- A hybrid site fully or partially funded or sponsored by Diageo (e.g. brand Facebook pages)

via your message 

# LET'S TAKE A LOOK


Global Compliance Bot

6 minutes ago

 Go ahead. I'm listening.


6 minutes ago

6 minutes ago

 Sorry, I am not able to find a related topic. Can you rephrase and try again?


6 minutes ago

6 minutes ago

 **How do we handle personal data from consumers?**

We only use data that our consumers provide us in a manner that is compliant with all laws relating to the processing of this data, in line with the principles of transparency and data minimization. We inform our consumers of how we process personal data by providing our Privacy and Cookie Notice (PCN) at the point of data collection. We must always get consumer's consent to use their personal data, to meet our global policy and local legal requirements.

5 minutes ago

Type your message 

KEEP IN TOUCH



[me@kpodnar.com](mailto:me@kpodnar.com)