

VICTORIA'S SECRET & CO.

OUR COMMITMENT TO RESPONSIBLE MARKETING

It is our vision to become the world's leading advocate for women. Critical to this vision is ensuring our customers are seen, heard, and represented in all that we do, and that our messaging is authentic, accurate, and transparent.

From photoshoots to international campaigns, casting to customer communication, we're steadfast in our dedication to marketing responsibly.

The below principles on responsible marketing were created through the collaboration of stakeholders across our organization, including creative marketing, DE&I, and ethics teams. The principles hold us accountable to ensure we are conscious about our messaging and imagery. They represent what we do now as well as what we strive to do in the future.

REPRESENTATION IN MARKETING

We understand the importance of showing a diverse cast in our campaigns. We are intentional about who we select, ensuring that the customers we serve feel represented in how we show up as a brand. We're proud and honored to be a space where everyone feels included, and we will continue to strive for this level of representation in everything we do.

To ensure we continue to deliver on this promise, The VS&Co. marketing teams partner with our Inclusion Resource Groups (IRGs) to plan our initiatives and direction. Click [here](#) to learn more and see a full list of our IRGs.

INCLUSIVE AND COMPLIANT PHOTOSHOOTS

We have established robust, [best-in-class procedures](#) that apply to all photo and video shoots involving talent, which must be read and agreed to by all individuals involved. We also require one or more compliance monitors on every set involving talent to ensure that the guidelines are followed and that our shoots meet our standards of a happy and healthy environment. Any concerns raised regarding adherence to the photo shoot procedures are promptly reviewed and investigated, as appropriate, by the VS&Co Global Ethics & Compliance Team. Additionally, we require all models to be at least 18 years old. In rare cases, and only when appropriate, an exception may be considered and must be approved in advance by the VS&Co Ethics & Compliance department.

LEGALLY REVIEWED & SUBSTANTIATED ADVERTISEMENTS

We are committed to providing our customers with products that meet their needs. To build that trust with customers, we follow an internal claims process that substantiates our marketing statements. This includes being compliant with applicable regulations and legal standards, but also includes additional due diligence to ensure safety, comfort, and function across all our offered products.

INTERNATIONAL PRACTICES

As a global company operating in more than 70 countries, we recognize the importance of understanding and connecting with the various customers we serve. In addition to adhering to regional laws in our international markets, we carefully consider cultural nuances and celebrate appropriate moments globally. Our philosophy is to “market like a local,” to resonate with the distinct populations of the global markets we serve. This is an ongoing process and journey, and we are committed to continuously improving how we serve our global customer base.