

Responsible Marketing, Communications & Public Relations Policy

At Chalk, we believe the way we communicate should reflect the way we practise architecture – with honesty, care, and integrity.

Our work is rooted in thoughtful design, conservation, and respect for the planet. Whether we are sharing a completed project, discussing sustainability, or recruiting team members, we aim to communicate openly, accurately, and responsibly. Our clients, collaborators, and communities should be able to trust that the information we publish is evidence-led and presented without exaggeration.

Honest, Evidence-Led Communication

We only make claims that are precise, accurate, verifiable, and backed by appropriate evidence.

- ▶ **Data-Driven:** We base environmental and social claims on reliable or scientific data (where available), appropriate project evidence, or recognised guidance.
- ▶ **No Exaggeration:** We avoid vague or misleading language and explicitly distinguish between measured outcomes, estimates, aspirations, and professional opinions. We explicitly prohibit the use of deceptive digital tactics.
- ▶ **Outcome Verification:** We do not present aspirations, intentions, or architectural visualisations as achieved outcomes, recognising that final building performance depends on how it is constructed, occupied, and maintained.
- ▶ **Correction:** If we discover a published inaccuracy, we will correct it promptly and transparently.

Sustainability, Impact & Transparency

We believe sustainability should be part of how we design, rather than something added at the end. However, we recognise that no project is without impact, and every design involves balancing environmental, heritage, technical, and financial considerations.

- ▶ **Balanced Claims:** When communicating about sustainability, we will be honest about both positive and negative impacts where these are material.
- ▶ **Clear Disclosures:** We will make clear what has been achieved, what evidence supports the claim, and where there are compromises or areas for improvement. We will not use eco-language simply because it sounds positive.



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VAT No: 427 5468 73
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Respecting Clients, Collaborators & Communities

Our communications reflect the trust placed in us by our clients, consultants, contractors, and craftspeople.



- ▶ **Permissions & Privacy:** Before sharing project data, photos, or testimonials, we will secure appropriate permissions and protect confidential information.
- ▶ **Fair Attribution:** We will represent collaborative work fairly, acknowledge the contributions of project partners, and avoid presenting the achievements of others as the work of Chalk alone.
- ▶ **Respectful Representation:** We will describe people and communities with care, avoiding stereotypes, discrimination, or exploitative representations. We take particular care when communicating about vulnerable groups who may be less able to challenge how they are represented.

Ethical Marketing & Recruitment

Inclusivity:

Across our website, social media, and presentations, we use inclusive language and take reasonable steps to ensure digital content accessibility.

Honest Recruitment:

Our recruitment communications will describe roles, responsibilities, and expectations honestly. We seek to remove unnecessary barriers and welcome applications from people currently underrepresented within the built environment.

Responsible Lobbying

Chalk Architects Ltd does not engage in lobbying or political advocacy on behalf of the company.

We do not seek to influence government policy, legislation or political decision-making through lobbying activities, and we do not employ external lobbyists or lobbying organisations to act on our behalf.

We believe that responsible business includes respecting democratic processes and maintaining transparency in our interactions with government and public authorities.

Responsibility & Evidence

The Directors are responsible for ensuring our external communications remain accurate and aligned with this policy. Everyone at Chalk has a responsibility to communicate honestly and to raise concerns about information that may be unverified.

We will retain reasonable evidence (calculations, reports, photographs) supporting material claims, proportionate to the significance of the assertion.

If anyone believes that one of the principles of this policy have been breached, a grievance can be raised via the Company's grievance policy.



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