

GfK Social Charter

For a fair-minded work
environment

As a global company, it is our responsibility to foster a working culture of trust and respect across the entire GfK network where no form of discrimination or harassment will be tolerated. All parties within the company commit to continuously support the development of a fair-minded work environment.

The GfK Social Charter defines the social rights and ethic policies which guide our companies around the world. The principles outlined in this Charter provide a mutual understanding of how all employees should act while respecting the laws, cultural traditions and labor agreements of individual countries. They ensure our people are able to share the benefits of our organization's growth and work in an environment where they are truly valued.



GfK is committed to promoting equal opportunities and diversity.

Principles

The worldwide operating GfK Group endorses the core principles and rights set forth in the United Nations Declaration of Human Rights and the Social Charter of Fundamental Rights of the European Union. These are the universal values of human dignity, freedom, equality and solidarity.

1. Equal treatment

We are committed to the promotion of equal opportunities as well as diversity and will not discriminate on the basis of gender, race, ethnic origin, religion or beliefs, disability, age or sexual orientation.

2. Health, safety and dignity at the workplace

Every GfK employee is entitled to labor conditions which respect his/her health, safety and dignity. All measures relating to the improvement of health, safety and dignity at the workplace should be considered as a priority and shall be actively pursued and reinforced.

3. Remuneration

We comply with the right of reasonable remuneration as a compensation for the employees' work in line with country specific labor markets and individual or collective contractual agreements.



4. Working time

We comply with the respective national rules and agreements on working time and paid leave.

5. Qualification

GfK employees are selected, hired and promoted on the basis of their qualifications, skills, aptitudes, achievements and potential. We set a high value on skill development and mobility in the interest of both, the employees and the company, to guarantee a high standard of performance and quality of work. We are committed to offering development opportunities while at the same time emphasizing employees' own initiative to maintain and reinforce their employability.

6. Freedom of association

We respect the right of employees to form or join organizations to voice their concerns about important issues in a lawful manner. GfK and the respective employee organizations will co-operate constructively in an open and trusted manner. Even in cases of disputes the goal should always be to achieve a fair balance of interests agreements.

7. Corporate dialog

We encourage corporate dialog at different levels and in different areas to enable sharing and exchanging of information between the company and its employees or employees' representatives, with a view to promote and strengthen mutual trust and a peaceful working environment.

About us

For over 85 years, we have earned the trust of our clients around the world by solving critical business questions in their decision-making process around consumers, markets, brands and media. Our reliable data and insights, together with advanced AI capabilities, have revolutionized access to real-time actionable recommendations that drive marketing, sales and organizational effectiveness of our clients and partners. That's how we promise and deliver "Growth from Knowledge".

Learn more about us at
[gfk.com](https://www.gfk.com)

