

MANITOBA NDP ADVERTISING CODE OF ETHICS

All advertising must conform with the guidelines below. These guidelines are not exhaustive, and the Party may interpret and apply them in a manner consistent with our Statement of Principles, Codes of Conduct, and other relevant governing documents.

1. Accuracy

Advertising should be factual, and be able to be backed up with sources and data upon request. While advertising campaigns may involve creative license in their framing, they should not include false or defamatory statements that are not based on fact.

2. Respect

Advertising should not spread hate or seek to divide Manitobans. It should not rely on stereotypes or negatively attack a particular community or marginalized group. It should not use racist, sexist, homophobic, or transphobic language, or any other form of hate, or result in inflaming anger towards marginalized people or communities.

3. Safety and privacy

Advertising should not jeopardize the safety and well-being of Manitobans. It should never spread inaccurate health or public safety information or contain graphic imagery that could cause harm. It should also never violate personal privacy, or safety.

COMPLAINT RESOLUTION PROCESS

1. Appointment of an Advertising Ethics Officer

The Provincial Executive shall appoint an Advertising Ethics Officer whose responsibility shall be to receive and review complaints, and administer the complaint resolution process.

2. Submission of Complaints

Any member of the Manitoba NDP may submit a complaint if they believe advertising by any of the groups covered by this policy are in breach of the code. Complaints must be submitted in writing to the Advertising Ethics Officer, and should clearly address the specific part of the

code which they believe has been breached. The Advertising Ethics Officer's contact information shall be publicly available on the Party website.

3. Review Process

Upon receipt of a complaint:

- The Party will acknowledge receipt of the complaint and forward to the Advertising Ethics Officer for review.
- The Advertising Ethics Officer shall conduct an assessment of the complaint in question and determine whether there has been a breach of the Code of Ethics and, if appropriate, recommend any actions, corrections, or remedies necessary, subject to the approval of Provincial Executive. The Advertising Ethics Officer reserves the right to dismiss complaints that are deemed frivolous or made in bad faith. The assessment and decision of the Advertising Ethics Officer shall be communicated to the complainant within a reasonable time period.

4. Appeals

Should the complainant disagree with the assessment and decision of the Advertising Ethics Officer:

- They may appeal the decision to Provincial Executive in writing, outlining the reason for the appeal.
- Once the appeal is received, Provincial Executive will review the facts and make a decision to uphold or overrule the decision of the Advertising Ethics Officer and recommend any additional action as required. The decision of Provincial Executive shall be final.

APPROVAL & PUBLIC AVAILABILITY

This Code is ratified by and subject to amendment by Provincial Council. It shall be made available to all members of the Manitoba NDP and all members of the public.