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Statement of
Independence





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Instytut Audytu Mediowego in an objective, reliable and neutral manner; independent of any influence; maintaining the highest business and ethical standards, advises advertisers in increasing the effectiveness of their marketing budgets, and by optimizing the selection of appropriate communication channels, contributes to the systematic increase in their competitive advantage.

We adhere to the following **Key Principles of Independence**:

- > We do not provide any services to media agencies and advertising agencies;
- > We do not provide any services to media owners;
- > Advertisers are our sole source of remuneration;
- > We do not have and have never had any conflict of interest;
- > We do not have any family ties to media agencies and advertising agencies;
- > We have no business relationship with media agencies and advertising agencies;
- > We do not provide services that compete with media agencies and advertising agencies;
- > We do not provide media planning or media buying services;
- > We do not engage in negotiations with media owners or publishers on behalf of our Clients;
- > We present our recommendations to Clients guided by Client's interest and the benefits brought by the recommended selection of specific media suppliers;
- > We do not make our remuneration dependent on the amount of material benefits achieved by our Client resulting from our services;
- > We do not accept gifts or any other financial benefits from media agencies and advertising agencies;
- > We respect the representatives of media agencies and their work, while ensuring full objectivity, neutrality and fairness of opinions expressed by us about their work and the resulting recommendations made to advertisers;
- > We operate in accordance with applicable law;
- > We do not offer, make, promise, authorize or accept any payment or give any financial benefit, including but not limited to bribes, directly or indirectly, to government officials, regulators or anyone else to influence, induce or reward an action, omitting or issuing a decision in order to guarantee an unjustified benefit or obtain or maintain a source of income;
- > We comply with all anti-corruption laws and other related regulations;
- > We do not make payments or give gifts to third parties in connection with the performance of our services for the Client;
- > We perform all analyzes ensuring their consistency with the international code of the World Federation of Advertisers.



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