Marketing Communications Policy for Food Safety Clients

Purpose

GIG's Marketing Communication Policy for Food Safety Clients underscores our commitment to impartiality and transparency in consumer education and marketing related to GFCO, GFFS, and its clients. By adhering to this policy, we aim to build trust, credibility, and fair exposure for clients, while empowering consumers to make informed decisions. This reflects our dedication to transparency, integrity, and responsible marketing practices.

The purpose of this policy is to ensure that restrictions do not hinder creative processes in how GIG talks about nutrition, health, activities of daily living, other aspects of GF, and product information in educational materials while ensuring equitable exposure and opportunities for our food safety clients.

Policy

GIG provides educational and informational materials to consumers. These materials may include information on products, product categories, or dining locations, which may include GIG Food Safety clients. Clients of the GFCO and GFFS programs should be aware that participation in these programs may result in the compilation and publication of publicly available (non-confidential) information about their products and services, and that these publications may not result in equal exposure for all GIG clients.

When food safety client products or food services are included in a consumer publication, GIG will make every effort to notify the client of their inclusion in the publication. GIG will not reach out to the client to obtain pre-approval for the use of information that is already in the public domain.

GIG periodically provides advertorial, editorial, and sponsored content opportunities to our food safety clients. In these instances, all clients, as appropriate, will be given equal opportunity to participate. These opportunities will be announced in various communications with clients.

As long as the client indicates their desire to participate before the given deadline for confirming their desire to participate, the client will be included.

Gluten Intolerance Group® and GIG® are registered trademarks owned by Gluten Intolerance Group, a 501c3 nonprofit Washington State corporation. Tax ID 91-1458226.