



Human rights policy

1. Purpose and commitment

At Pure Pet Food, we believe that respecting human rights isn't just a legal obligation, it is the right thing to do. It is our responsibility to embed a deep respect for, and the promotion of, human rights throughout our entire operation and value chain.

This policy sets out how we ensure that everyone we impact is treated with dignity and respect. We are committed to providing access to fair, safe, and healthy working conditions by proactively identifying, preventing, and addressing human rights risks.

Where we identify that we have caused or contributed to a negative impact, we are committed to providing for or cooperating in its fair and effective remedy.

2. Guiding frameworks

Pure Pet Food formally commits to and is guided by UN Guiding Principles on Business and Human Rights, the International Bill of Human Rights, and the ILO Declaration on Fundamental Principles and Rights at Work, ensuring our efforts for doing the right thing is backed by internationally recognised standards.

This way we can achieve our vision –

“Together, we promote the responsible and fair treatment of people within our sphere of influence.”
– Roz Cuschieri, CEO

3. Scope

This statement applies to all individuals working for us or on our behalf in any capacity. Pure Pet Food is committed to respecting the human rights of all stakeholders affected by our operations, including:

- Our people**
All workers employed directly by us
- Our Supply Chain**
The partners, suppliers, and third-party contractors who make up our supply chain, from the sourcing of raw ingredients to the delivery of our products to the end consumer
- Our communities**
Local communities where our offices, facilities, or those of our suppliers are located
- Vulnerable Groups**
We pay particular attention to the rights of individuals who may be at heightened risk of vulnerability or marginalisation

4. Our commitments

We are committed to:



a) Respecting human rights

Respecting the human rights of every person we engage with as a business. We do not tolerate any form of discrimination, forced labour, child labour, or abuse of rights. It is our belief that all people deserve the right to a safe and healthy working environment and to advocate for themselves through freedom of association and collective bargaining.

We expect the same level of ethical and fair business practices from all our suppliers and partners. Our suppliers are required to comply with national and international law in addition to Pure Pet Food's Modern Slavery Statement which detail further expectations of business behaviour.



b) Assessing Human Rights Risks

We commit to an ongoing process of human rights due diligence. Every three years (or sooner if our operations change significantly), we will conduct an assessment in which we identify and evaluate our most salient human rights issues, linked to our operations and value chain. We utilise desk research and stakeholder engagement to identify risks to people (rather than to the company), to identify both actual and potential negative specific human rights issues, where they are most salient based on geographical and spend data, and further prioritised by their severity and likelihood.



c) Remediating Negative Impacts

Where we identify potential negative human rights issues, we will take appropriate steps to remediate them, based on their severity and likelihood. We will also work with suppliers and partners to prevent or mitigate the most salient human rights issues.

We know that despite our best efforts, issues can still arise. When they do, we are committed to making things right. At Pure Pet Food, we want everyone who works with us or buys from us to feel respected, valued, and treated fairly. If you ever feel that we've fallen short of these standards, or you've experienced something that doesn't reflect our values, we want to hear from you. This could include concerns about how you've been treated, how we work with our suppliers, breaches in contractual agreements, animal welfare, or anything that feels unethical or unsafe. To raise a concern with us – whether you're a customer, supplier, partner, or part of our wider community – you can do so without any fear of being treated unfairly.

If you'd like to raise a concern or share feedback, please contact us at Yourfeedback@purepetfood.co.uk – we genuinely appreciate your honesty and trust and are committed to continuous improvement

5. Responsibilities

This policy is approved by Pure Pet Food's Board and is reviewed annually to ensure its continued relevance and effectiveness. Responsibility for implementing this policy lies with all employees, with oversight from the CEO and support from cross-functional teams.

Everyone has a responsibility to ensure compliance with our legal and ethical obligations.

Management
at all levels are responsible for ensuring that those reporting to them understand and comply with this statement. They must provide adequate and regular training on this topic and the risks in our supply chains. Management is also responsible for auditing internal systems and procedures to ensure they are effective in countering modern slavery.

The CEO
has primary day-to-day responsibility for overseeing the implementation of this statement, monitoring its overall effectiveness, and handling high-level queries

6. Implementation, Monitoring and Continuous Improvement

We will:

- Integrate our human rights policy into our supply chain management processes and procedures with both current and new suppliers
- Ensure clear roles and responsibilities across both Human Rights & Supplychain Management more broadly
- Prioritise and escalate accordingly based on the impacts severity and likelihood
- Proactively monitor and assess our potential negative impacts
- Update this policy and our approach as we gain further experience with identifying and addressing our impact on human rights across our operations and value chain

7. Breaches of This Statement

Any individuals or organisations working on our behalf who breach this statement will be contacted to highlight the issue and provided with an opportunity to remedy the situation. Failure to address the breach effectively, or in cases of severe non-compliance, will result in further action, which could lead to dismissal or termination of our relationship