

Policy on Sustainability

Sinful Policy on Sustainability

Sinful is a European e-commerce sex toy business with the mission to inspire a playful sex life for everyone.

At Sinful, aiming to always provide the best shopping experience, the best products, and the best guidance for our customers are deep-rooted cornerstones of our business.

A comprehensive consideration of the environment and the working conditions throughout the supply chain are equally at the core of our business endeavor, whilst deeply committed to ensuring the privacy of our customers.

We want the future of the sex toy industry to be rooted in freedom of expression, equality, diversity, and profound respect for our planet.

Our commitment

Our commitment is based on the internationally agreed core areas of sustainable development: human rights (including labor rights), environment (including climate), and economic sustainability (including anti-corruption, anti-trust and tax). The principles are listed by the UN Global Compact and made operational through the UN Guiding Principles on Business and Human Rights (UNGPs) and the OECD Guidelines for Multinational Enterprises (OECD). UNGPs/OECD are referred to as the standard.

We comply with regulations wherever we operate. In addition, this policy describes our commitment to responsible business conduct. We commit to manage potential and actual adverse impacts on human rights, the environment, or economic sustainability throughout our activities. We are aware of widespread adverse human rights impacts related to the pornography industry; an industry that we do not see ourselves as part of. We will actively communicate that our products shall be used only for voluntary play between adults and in full respect of personal boundaries.

We will conduct regular impact assessments to identify risks of impacts from our business practices on all areas of sustainable development. This enables us to prevent or mitigate and account for such adverse impacts. We will communicate how we manage our adverse impacts to relevant stakeholders. If an actual impact occurs, we will seek to make the impact stop, prevent or mitigate reoccurrences,

and provide access to remedy to impacted stakeholders where we have caused or contributed to the impact.

Our expectations to our employees

We expect from our employees that they assist us in meeting the standard. This includes sharing of good ideas for improving our efforts to prevent or mitigate risks of impacts. We want to be courageous and encourage our employees to act with courage to inform us if they experience or identify risks of adverse impacts on their own or others human rights, which Sinful may be causing, contributing to, or linked to.

Our expectations to business relationships

At Sinful we appreciate our strong network of business relationships. Our expectations to business relationships are based on the same minimum standard for responsible business conduct to which we also hold ourselves accountable. We expect our business relationships to implement the standard, i.e., UNGPs/OECD, as well, i.e., manage adverse impacts that they cause or contribute to in relation to the core elements of sustainable development, and ask the same from their business relationships. Any severe adverse impacts that our business relationships cause, contribute to or are linked to, shall be communicated to us promptly. Our expectations to business relationships are further elaborated in our Code of Conduct for Business Relationships.

Integration

Our policy commitment is reflected in all other policies, procedures and guidelines throughout our business. The policy commitment is publicly available and is actively communicated to all relevant stakeholders. We encourage our employees and other stakeholders to inform us about challenges on human rights, the environment, or anti-corruption associated with us, our services or our business relationships.

Policy Commitment Development

External experts reviewed our policy commitment. The policy commitment was approved by the most senior management level of Sinful. The policy will be reviewed and, if necessary, revised every second year reflecting our progress in implementation.