



The Kroger Family of Companies

## Statement on Responsible Marketing

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The Kroger family of companies is committed to ethical and responsible behavior in all parts of our business. As America's grocer, our behavior is rooted in Our Purpose – to Feed the Human Spirit™ – and our promise to our customers. This includes upholding Our Values, which have been the foundation of Kroger's culture for many decades.

We believe we have a responsibility as a business to help transform our communities and help families live healthier lives. Kroger's [Zero Hunger | Zero Waste social impact plan](#) is our commitment to end hunger in our communities and eliminate waste across the company by 2025. Zero Hunger | Zero Waste was inspired by our purpose and is how we live our purpose every day.

As a retailer serving more than 9 million customers every day, we offer a broad range of product choices to meet different needs, tastes and priorities. *Our Brands* are found in millions of households, and we uphold high standards of quality and safety in food and other products that we manufacture and procure.

[The Kroger Co. Policy on Business Ethics](#) outlines key principles governing our business practices and expectations for associates every day.

Kroger develops product information and marketing communications to help customers make purchase decisions that are right for them. This includes our pledge to:

- Follow all applicable laws and regulations related to marketing practices
- Avoid targeted marketing to minors of products intended for adult purchase and consumption
- Represent product characteristics clearly and accurately, including health and nutrition benefits
- Protect our customers' privacy and personal information through data security governance and responsible privacy practices

Read more about our [Products](#) and how we promote [Health & Nutrition](#).