

RESPONSIBLE LOBBYING POLICY

*PRINCIPLES
FOR PUBLIC
ENGAGEMENT*



SECRID

RESPONSIBLE LOBBYING POLICY

At Secrid, we believe businesses can use their influence to contribute to positive change. We recognise that public engagement comes with responsibility, and we approach it with care.

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1 INTRODUCTION

At Secrid, we create Pocketwear: items we carry close to us, every day. A cardholder, some keys, maybe a note or token that reminds you of someone. It is the hidden things that live in our pockets, pouches, and palms. They seem small, but mean a lot.

Our mission is to drive the Industrial Evolution. We work toward an industry where every new product is intrinsically ‘better, more sustainable and more valuable’ than products that came before.

Designers must reinforce the advantages of these products and eliminate the disadvantages. Only in this way can the industry contribute to a sustainable society and a balanced earth.

While Secrid’s primary focus is product innovation and responsible production, we recognise that public policy can accelerate the transition toward a more sustainable, fair and inclusive society.

Secrid engages in public policy rarely and carefully. If we do, this Responsible Lobbying Policy explains how we do so in a way that is transparent, evidence-based, and always aligned with our values, the public interest, and internationally recognised standards.

2 SCOPE AND DEFINITIONS

This policy applies to Secrid at the level of DSI Holding B.V., the parent company of Secrid B.V., and covers any public policy engagement carried out directly or on behalf of the company.

Lobbying means communicating with policymakers or public officials with the aim of influencing public decisions or public opinion.

This can be done directly or through others, such as consultants, associations or partnerships.

Public officials include governmental staff, legislators, ministry representatives, local authorities, and similar roles.

3 OUR APPROACH TO LOBBYING

3.1 POSTIVE IMPACT ONLY

We only engage with policymakers when we believe it can contribute to a positive impact.

This includes, but is not limited to:

- *Social inclusion and meaningful work*
- *Protection of the environment and responsible use of resources*
- *Fair and transparent markets*
- *Responsible product standards and honest sustainability communication*
- *Outcomes that align with frameworks such as the UN Sustainable Development Goals and the B Lab standards*

3.2 BASED ON FACTS AND KNOWLEDGE

When we share our views, we base them on:

- *Reliable information that can be verified*
- *Independent insights or research*
- *Scientific knowledge where relevant*
- *Our own experience, design approach and long-term vision*

We combine data and evidence with practical knowledge and a broader perspective on how systems can improve.

We avoid using misleading information or unverified claims.

3.3 FINANCIAL AND IN KIND CONTRIBUTIONS

For the purpose of this policy, political contributions **refer to any financial or in-kind support provided to political parties, political candidates, elected officials, campaigns, or related political entities.

Secrid applies a strict “no strings attached” approach to any political contributions
This means that:

- *Contributions are made without any expectation of influence, benefit, preferential treatment, or access to public officials.*

- *Contributions are not intended to influence public policy, legislative processes, or public decision-making.*
- *Political contributions are not used as a tool for lobbying and are kept strictly separate from any activities aimed at influencing public officials or public opinion, as defined in this policy.*

All political contributions:

- *Must be fully transparent and accurately recorded*
- *Must comply with applicable laws and regulations*
- *Must be pre-approved through appropriate internal governance processes*
- *Must be aligned with Secrid's values and this policy*

Secrid does not make contributions, whether direct or indirect, that could reasonably be perceived as creating a conflict of interest or undermining the integrity of public decision-making processes.

3.4 INTEGRITY AND ANTI CORRUPTION

Secrid has zero tolerance for corruption.

In line with international standards and our own Code of Conduct, we do not:

- *Offer or accept bribes*
- *Provide benefits to influence decisions*
- *Try to unfairly influence decisions, mislead others, or create conflicting interests*

If concerns arise, they are reviewed and acted upon.

3.5 WORKING WITH OTHERS

When we decide to work with external parties for public policy engagement, we choose partners carefully.

We expect that:

- *They understand and follow this policy*
- *Their actions reflect our values and positions*

If this is not the case, we will address it or end the collaboration.

4 GOVERNANCE

4.1 RESPONSIBILITY

This policy is approved by Secrid's owners, who are also the founders of the company.

Oversight sits with the managing directors, as part of the Brand DNA Tribe. They ensure that this policy is applied in practice and remains aligned with how Secrid operates.

Anyone involved in public policy engagement, including external advisors, is instructed to follow this policy.

4.2 HOW WE APPLY THIS

Because Secrid is only occasionally involved in lobbying:

- *We approach it carefully and case-by-case*
- *We make sure the purpose is clear and aligned with our values*
- *External partners (such as consultants) must agree to follow this policy*

4.3 MANAGING RISKS

We stay alert to situations such as:

- *Conflicting interests*
- *Messages that do not reflect our values*
- *Others speaking on our behalf in ways that do not represent us*

4.4 POLICY REVIEW

We review this policy and our involvement at least once a year. This does not mean it will be updated every year, but only when we see a clear reason to do so.

We ask ourselves:

- *Is it still aligned with this policy?*
- *Is our role appropriate and useful?*

We use these reflections to improve how we work.

4.5 SPEAKING UP

Anyone, inside or outside Secrid, can raise concerns about our conduct or policy engagement through our existing grievance channels, such as our [Whistleblowing Policy](#).

We take all concerns seriously and handle them with care.

OUR COMMITMENT

The owners of Secrid hereby declare that:

- *As owners and managing directors of Secrid, we confirm our full support for this Responsible Lobbying Policy..*
- *We recognise our responsibility to ensure that any engagement with policymakers is transparent, fair, and always aimed at contributing to positive social and environmental impact.*
- *We commit to applying this policy consistently, even though our involvement in lobbying is limited and careful by nature.*
- *By signing below, we affirm that this policy reflects our values and our expectations for how Secrid engages with the public sphere.*



RENÉ VAN GEER
Founder, Secrid



MARIANNE VAN SASSE VAN YSSELT
Founder, Secrid

