



Responsible Marketing & Communications Policy

Purpose

All In One Management & Services, Inc. is committed to marketing and communicating with honesty, transparency, respect, and accountability.

Our marketing practices are intended to support informed decision-making, build stakeholder trust, and accurately reflect our services, values, and impact. This policy guides all external communications, advertising, promotional activities, digital content, and public statements made on behalf of the Company.

Scope

This policy applies to:

- Advertising and promotional materials
- Website content
- Social media communications
- Sales proposals and presentations
- Customer communications
- Public relations materials
- Sustainability and impact reporting
- Statements regarding workforce development and community impact

- Communications created by employees, contractors, consultants, or agencies acting on behalf of the Company

Guiding Principles

All In One seeks to ensure that its communications are:

Honest

We will communicate truthfully and avoid misleading, deceptive, or exaggerated claims.

Transparent

We will provide information that is clear, understandable, and accurate.

Respectful

We will communicate in ways that respect the dignity and diversity of workers, customers, suppliers, and communities.

Evidence-Based

We will support material claims regarding environmental, social, operational, or business performance with appropriate evidence.

Accountable

When mistakes occur, we will seek to correct them promptly and transparently.

Truthful Representation of Services

We will accurately represent:

- Service capabilities
- Quality standards
- Turnaround times
- Certifications and qualifications
- Pricing structures
- Environmental initiatives
- Workforce development programs

We will not knowingly make false, misleading, or unsubstantiated claims about our services, competitors, or business performance.

Environmental Claims

Because laundry operations involve water, energy, chemicals, and waste management, environmental claims require particular care.

Any environmental or sustainability-related statement should be:

- Factually accurate
- Based on available data or reasonable evidence
- Specific rather than vague
- Consistent with actual business practices

Examples include statements regarding:

- Water conservation
- Energy efficiency
- Waste reduction
- Recycling
- Sustainable procurement
- Environmental initiatives

We will avoid broad or potentially misleading terms such as:

- "green"
- "eco-friendly"
- "environmentally safe"
- "sustainable"

unless we can reasonably explain the basis for those claims.

Workforce Development & Community Impact Communications

All In One is proud to support workforce development and economic opportunity.

When discussing workforce development partnerships, employee success stories, or community impact, we will:

- Respect privacy and confidentiality
- Obtain appropriate consent when sharing personal stories or images
- Avoid exploiting individuals' personal circumstances for promotional purposes

- Represent programs accurately and without exaggeration
- Focus on dignity, opportunity, and partnership

We will seek to portray employees and community members with respect and authenticity.

Diversity, Equity, Inclusion, and Human Rights

Our communications should reflect our commitment to human dignity, fairness, and inclusion.

We strive to:

- Use respectful and inclusive language
- Avoid stereotypes and discriminatory content
- Represent diverse individuals and communities fairly

Pricing and Customer Communications

We are committed to transparency in customer communications.

We will seek to:

- Clearly explain pricing structures
- Communicate service limitations honestly
- Provide accurate contract and service information

We will not intentionally use misleading sales tactics or hidden terms.

Data Privacy and Digital Marketing

We respect the privacy of customers and website users.

We will:

- Handle personal information responsibly
- Comply with applicable privacy laws
- Provide mechanisms to opt out of marketing communications where appropriate
- Avoid deceptive online practices

We will not sell personal information without appropriate authorization.

Questions regarding this policy should be directed to Pamela Frazier.

Continuous Improvement

All In One Management & Services, Inc. recognizes that responsible marketing is an ongoing commitment.

We will periodically review our communications practices and seek stakeholder feedback to improve transparency, accuracy, and accountability.

This policy has been developed to support compliance with the requirements of the B Lab Standards Version 2.2 and to advance the Company's commitment to sustainable business practices. The policy should be interpreted and implemented in a manner consistent with applicable B Lab Standards requirements and any future updates adopted by B Lab.

This policy is integrated into our business strategy, and I review progress on this policy at least every 12 months.



Pamela Frazier, Founder & CEO

7-20-2026

Date