

CVS Health Commitment to Responsible Marketing Practices

CVS Health is committed to the highest ethical standards in everything we do, including our business interactions and marketing practices. It is our goal to communicate about our business in an honest and accurate manner. We also believe we have an opportunity, and a responsibility, to think about the messages we send to our customers and how they impact their health.

We aspire to bring the highest standards and level of integrity to our marketing activities by following all laws and regulations regarding the promotion, marketing and sales of our products, including ensuring that what we say is truthful, not misleading, and is consistent with regulatory requirements for all products and services. We respect the privacy of our customers and members and work to ensure that it is protected.

Additionally, we have made specific commitments to responsible marketing practices on key initiatives that align to our business strategy, including:

- [CVS Health Privacy Policy](#): We believe that nothing is more central to our health care operations than maintaining the privacy of our customers and patients health information.
- [CVS Pharmacy Privacy Policy](#): We believe transparency is extremely important and our privacy policy ensures that our customers know when we are collecting information from them, what information is being collected and all of the ways that information can and cannot be used.
- [The Beauty Mark](#): We commit to not materially alter the beauty imagery we create for our stores, marketing materials, websites, apps or social media. We will not digitally alter or change a person's shape, size, proportion, skin

or eye color or enhance or alter lines, wrinkles or other individual characteristics. We want our beauty aisle to be a place where our customers can always come to feel good, while representing and celebrating the authenticity and diversity of the communities we serve.

- [Quit Big Tobacco](#): We pledge not to work with marketing or public relations agencies who work with tobacco and e-cigarette companies, following our decision to remove tobacco from our stores in 2014.

Our marketing efforts are aligned with existing company policies, statements and standards, including the [CVS Health Code of Conduct](#), [CVS Health Privacy Policy](#), [Patient and Customer Commitments](#), [Aetna Privacy Practices](#), [Employee and Consumer Nondiscrimination](#), and [Employee and Consumer Rights](#), and [others](#).

Our interactions with providers, patients, customers and colleagues are governed by our [Code of Conduct](#) which includes standard business practices and compliance guidance. We take these responsibilities seriously and evaluate our activities annually to ensure they align with the applicable laws, regulations and our company purpose and values.

Reporting and Addressing Concerns

At CVS Health, we have various channels to report and address concerns. Colleagues, customers, suppliers and members of the public can contact the CVS Health Ethics Line anonymously and toll-free at 1-877-CVS-2040.