

Brink's Guidelines for Communications Substantiation

Purpose

This process is designed to ensure that Brink's creates accurate, defensible and fair communications and to ensure strategic consistency across all our public-facing messages. This process, called claim substantiation (also known as advertising substantiation), is intended to provide supporting evidence for claims made in sales materials, brochures, packaging, advertising, public-facing email, website content, social media and other types of communications, such as presentations and speeches.

Scope

All teams (including internal Brink's teams, consultants and/or contractors) developing content listed below related to any Brink's product, service or corporate topic or issue must comply with this process:

- Digital – website, email, social media, videos, etc.
- Print – brochures, trade show materials, etc.
- Verbal – speeches, presentations, etc.

Substantiation Standards

We must substantiate all claims, whether statements, metrics, pricing or numerical comparisons, and provide evidence of substantiation as part of the required legal and other stakeholder review for all external communications. Following are requirements for claim substantiation at Brink's:

- Claims should be confirmed and attributed to their primary sources, not secondary sources. For example, if a report issued by the Federal Reserve on cash usage was referenced in a *Wall Street Journal* article, cite the Federal Reserve report (primary source) instead of the *Journal* article.
- Claims must reflect the most recent data available.
- Claims that are supported by Brink's internal data or estimates must be supported by documentation generated from Brink's internal systems. The corresponding source documents should be included (either linked to or attached) in the request for legal or stakeholder review.
- Whenever possible, claims should be supported by the findings of a reputable and well-regarded independent third-party such as an academic institution, government agency, trade association or research organization.
- Generally, we should not cite other corporations unless it is necessary, and the supporting data is credible (see above).

- Claims should be footnoted. For example: *Dallas is an exciting place to be. It is the fourth-largest metro area in the U.S., and last year, its population grew more than any other major city in the country¹.*

Substantiation Review

When submitting substantiation as part of the review and approval process, you must following these guidelines:

- Each communication should have a single owner and point of contact who is responsible and accountable for substantiation.
- The person accountable for the content will identify all claims or statements of fact in the communication, underlining and numbering each unique claim or statement of fact.
- The person will prepare a numbered index that includes links to online substantiation for each numbered claim or statement of fact.
- If using substantiation that is not online, then the person will prepare a file that includes the substantiation index and corresponding substantiation or supporting documents.

This substantiation will provide evidence that each claim or statement of fact is accurate, current and not misleading.

- When submitting the communication for stakeholder and/or legal review, the person will provide the near-final draft communication, substantiation index and supporting documentation. No communication will be released, issued or posted without substantiation review and explicit sign off from the stakeholder and legal approvers.

¹ <https://www.census.gov/newsroom/press-releases/2018/popest-metro-county.html>