

Deka-Group Responsible Marketing Policy

2025

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Responsible Marketing Policy

1. Responsible marketing activities and communication

Our marketing activities at DekaBank follow a responsible approach that keeps our ethical principles and transparency in mind. All measures should serve to support the goals of our customers and offer them a benefit. We communicate clearly and understandably. Our marketing materials do not contain misleading information. All relevant facts, costs and risks are disclosed.

2. Consideration of ecological and social aspects

Environmental and social aspects are taken into account in the preparation and implementation of marketing activities. We respect the privacy of our customers. Personal data is treated confidentially and only used for agreed marketing purposes.

3. Understandable marketing materials and financial education

Our marketing materials are understandable. We avoid excessive advertising language and also focus on factual information in the selected media. We inform customers about financial topics and help them to develop financial literacy. When advertising our products, we naturally take all regulatory requirements into account.

4. Regular review and adjustment

This Marketing Policy is regularly reviewed and adapted to ensure that it complies with current requirements and legal regulations.

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