Direct Line Group CSR Charter

Our CSR mission
Our CSR mission is to enable us to connect with society as a whole, in a way that supports our goal of making insurance much easier and better value for our customers.

What CSR means to Direct Line Group
CSR enables our business to have a social conscience.

It reflects the role individuals and the company play in our society. From colleagues, customers, investors and suppliers, through to local communities and opinion formers, we work with a wide range of people to help manage the impact our company has on local communities and the environment. This includes our operations, products and services too.

Our principles
Our approach is driven by our principles:

- we acknowledge that we have a responsibility to wider society, including the community and the environment
- in our business of providing insurance and other services, we seek to operate in a way which demonstrates this wider responsibility
- this is both a collective and an individual responsibility

We encourage our people to follow these principles.

Codes of Conduct
To support these principles, we've outlined our commitment in both the Group's Employer Code of Conduct and the Employee Code of Conduct. We keep these updated to make sure they stay relevant.

Our Corporate Values
Our corporate values underpin our ambition to be the best at everything we do, and we use our annual review process to check that we're living our values.

Our Board CSR Committee
Our Board CSR Committee makes sure we run our business in a responsible manner, and they consider emerging social, environmental and ethical issues and opportunities.

The Group's Executive Committee sets and sponsors the CSR strategy. The CSR Advisory Group has operational responsibility for implementing that strategy.

We're committed to being transparent about our CSR performance and will report regularly on our performance.