

BRAND IDENTITY



MARKETING COMMUNICATIONS CODE

Q-Park adheres to the ICC Advertising and Marketing Communications Code - a globally-applicable self-regulatory framework, developed by experts from all industry sectors worldwide. The Code is the backbone of the global advertising and marketing industry.

The Code seeks to protect consumers by clearly setting out the 'dos and don'ts' for responsible marketing to ensure legal, honest, decent and truthful communications and practices. The Code sets high standards for a full range of marketing activities, including digital marketing communications with measures to protect children and consumer privacy.

 Find detailed information on the ICC Advertising and Marketing Communications Code [here](#).