



bluemooncreative

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## Ethical policy

An essentially liberal bunch, there are some organisations and sectors we'd love to do more for, some we'd be a tad squeamish about – and our levels of enthusiasm tend to betray us. That said, there are some lines in the sand, specifically:

### **Weapons**

Possibly the only account we've actually refused, was a company importing and promoting particularly scary-looking knives, replica WWII Kamikaze daggers (you don't want to know) and air guns made to look like Uzi sub-machine guns. Engaging with their audience was not something we relished.

### **Extreme political organisations**

Any organisation which promotes hostility can't be a good thing.

### **Tobacco**

Some of us here enjoy a hit of nicotine wrapped up in tar as much as the next man or woman, but it's not something anyone can happily promote.

### **Exploitative loans**

Our past clients have included loans companies and we appreciate the need for those off the credit rater's scale to be able to get cash at times, but if your rates and practices obviously constitute usury, we're probably not for you.

Signed

Michael Taite  
Managing Director

Date: 30/09/16