

Marketing Communication Policy

OBJECTIVE

This policy aims to ensure alignment of TIM's actions and projects of marketing communication, with mission and principles regarding Sustainability in a responsible, transparent, ethical and fair manner, respecting the individuality, diversity and the environment, minimizing the risks in the business activities of the company, observing the rules for self-regulation of the industry and the legislation, besides incorporating guidelines from acknowledged authorities in this matter. We seek to make possible the creation of positive values in society, as a contribution to sustainable development.

REFERENCES

Management procedures – Corporate Social Responsibility, publication of the Ethos Institute (2005) with the results of several Management Workshops conducted during Ethos' National Conference.

National Code of Advertising Self-regulation

OVERVIEW

TIM seeks to make the briefing or similar document, a first opportunity to reinforce the aspects of a responsible management in which we believe. TIM understands that in the actions of marketing communication there are always possibilities of reinforcement of its commitments with sustainability, whether in the content of the messages, the chosen formats, in production processes and in the definition of the means to be used in the divulging process.

MARKETING

TIM's advertising actions are ruled by the concepts listed below.

The company must ensure that the information on products and services advertised is correct, comprehensive and as complete as possible. The marketing pieces should focus on a simple and direct approach, making it as easy as possible for the addressed public to understand.

To advertise special conditions, offers and warranties, and so that the client has time to read and fully understand the message, TIM seeks to avoid the use of long and extended legal texts in tiny lettering on television commercials, of which Marketing Communication Policy (continued) the duration and quality of definition are limited. In occasions like these, the company should indicate to the client where to obtain more detailed information, such as TIM's web address.

TIM should not associate to its service attributes that cannot be guaranteed.

The company must act with respect to the environment, encouraging the rational use of natural resources, and avoid inserting in the advertising scenes, events, attitudes and examples that can lead or induce reckless habits and procedures, waste and risk situations.



TIM should not include in its messages offensive advertising or discrimination to gender, race, skin color, beliefs, politic points of view, sexual orientation, physically or mentally challenged conditions, social status and nationality. We should rather seek to express the appreciation of diversity in the content, form and production of campaigns.

TIM's advertising pieces must not target its consumer appeal directly to children. The messages must not encourage behaviors that require special care for the safety and good manners. The pieces should not have content that diminish positive social values or encourage socially objectionable conducts.

When advertising messages in public spaces (such as billboards, street furniture, buildings, streets, parks, landscapes etc.) solutions that pollute the atmosphere visually should be avoided, respecting the patrimony of society.

MERCHANDISING IN SALE SPOTS:

The merchandising procedures at TIM's sale spots are followed by the requirements listed below.

The company must ensure that the information available in its stores, referring to its products and services are precise, comprehensive and as complete as possible.

The pamphlets handed out at TIM's sale spots should have the regulations and complete information printed on them. In this material, TIM must ensure that all references to limitations such as time and quantity are expressed.

During the printing of these pamphlets the company should give preference to recycled, reusable and environment friendly materials. The brochures of services and benefits should be made with recycled or certified paper.

TIM's packages (bags) should be made with recycled and recyclable material (or equivalent) and the correct form of disposal should be made visible somewhere in writing. These accessories should always inform telephone contact and the company's website.

DIRECT MARKETING

TIM's Direct Marketing procedures are followed by the requirements listed below.

As a rule, the procedures used by TIM's Direct Marketing should not use non-authorized list of recipients, send marketing e-mail without the option of being removed from the mailing list ("spam") and phone calls should only be made at times permitted by law, thereby respecting the customer's privacy.

The company must ensure that in the marketing material addressed to clients, all the information about its products and services are precise, comprehensive and as complete as possible.

These accessories should always inform telephone contact and the company's website.



TIM's personal letters with special offers should whenever possible enclose the regulations and complete information. In these letters, TIM seeks to ensure that all references to limitations such as time and quantity are expressed. In situations when it's impossible to attach all the information of the offer in the letter, it should indicate the locations where this information will be available such as TIM's website or outlets.

TIM must ensure that the client's personal information is not shared with other companies, when the consumer believes that such data is kept confidential.

EVENTS

TIM events must proceed accordingly to the requirements listed below.

In events sponsored or promoted by TIM, the company hired to perform the service must be in agreement not to disclose or send invasive invitation, send marketing e-mails without exclusion option ("spam"), and phone calls should only be made at times permitted by law, thereby respecting the customer's privacy.

The company hired by TIM should seek to minimize interference, impact and inconvenience to the local community during the event treating in a respectfully manner the location where the event will take place. Besides what was already stated, the promoters must provide sustainable practices, such as the proper management of waste and debris; and the clearing of gas emissions in their main events.

All events which the company joins or promotes, must have an medical or emergency support, and security support seeking the safety of the guests present.

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