

Responsible Marketing Policy

Introduction

At Bentley Systems, Incorporated (“Bentley”), we are defined by our [core values](#): connected, responsible, innovative, motivated, and passionate. These values guide us in all that we do and help set our expectations for our business partners. This commitment to our user community extends beyond delivering innovative software for the enterprise and professionals who design, build, and operate the world’s infrastructure— it pairs our product offerings with exceptional service and support.

As part of our mission to provide innovative software and services, we work to make our marketing and advertising honest, accurate, and consistent with our company values.

This Policy is for use by colleagues involved in marketing and advertising across Bentley, and articulates our commitment to responsible marketing across all channels. When our marketing and advertising activities include work with external partners, we explicitly choose partners whose own policies, practices, and values substantially align with our own. This Policy defines our principles for responsible marketing and advertising and remains consistent with our values and mission. This Policy has been approved by Bentley System’s Chief Marketing Officer.

Scope

This Policy covers marketing and advertising for all Bentley Systems companies. In conducting our marketing and sales activities, we strive to be:

- **Trustworthy:** Communicating about our technology and services to advance infrastructure responsibly through appropriately validated technical data and statistics. Using public endorsements and testimonials that are authentic and relevant to the intended audience.
- **Accurate:** Having reasonable validation for our statements so that they communicate credible and consistent information and data.
- **User-Driven:** Promoting our products and services in ways that meet our users’ needs.
- **Inclusive:** Striving to feature diversity in our promotions without discrimination as to race, color, religion, national origin, ancestry, familial status, age, veteran status, physical disability, mental disability, medical condition, gender, gender identity, sexual orientation, or marital status.
- **Perceptive:** Maintaining reasonable diligence that our marketing and other public communications are culturally sensitive and not advertised in inappropriate locations or with inappropriate content, whether online or offline.

Data Privacy

We uphold comprehensive privacy protection practices that cover the collection and use of user and colleague information. We work to act transparently, to protect and secure the data, to respect the rights of our consumers, and to verify compliance with all legal requirements. For further information, please review [Bentley's Privacy Statement](#).

Communication

We will periodically review this Policy and update it as necessary to keep it relevant and effective. This Policy is available to our colleagues through our intranet and externally on our corporate website, and has been communicated directly to all colleagues whose work relates to advertising and marketing.