

# Group Data Policy

## **Principles**

Data is at the core of our business and our growing digital ecosystems. It allows us to better understand the needs of our customers and create personalised products and services to make them healthier and wealthier.

Data must be carefully safeguarded and managed effectively throughout its lifecycle.

The Policy provides a governance, people and technology framework which defines how we should manage data throughout its lifecycle and employ the technology best suited for the business use cases.