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Page 1 of 4

EXTERNAL VISIBILITY POLICY

TABLE OF CONTENTS

1.0	PURPOSE	2
2.0	SCOPE	2
3.0	DEFINITIONS	2
4.0	RESPONSIBILITY / POLICY STATEMENT.....	2
5.0	RULES AND EXAMPLES.....	3
6.0	EXCEPTIONAL CIRCUMSTANCES	4
7.0	RELATED POLICIES	4

1.0 PURPOSE

Customers, regulators and the public trust UL Solutions because of its independence and ability to address critical challenges through the application of scientific leadership and curiosity — both of which are grounded in integrity. Creating content for the purposes of educating or informing external audiences about the business of UL Solutions or its perspectives and expertise must, therefore, always reflect our core values, supporting our trusted position in the market. This External Visibility Policy is designed to minimize the risk of communicating inaccurate or contradictory information or of UL Solutions being viewed as biased.

2.0 SCOPE

This policy and procedure apply to all content developed by or with UL Solutions Associates (defined below) in their capacity as an employee or agent of UL Solutions for the purposes of educating or informing external audiences about UL Solutions business or its perspectives and expertise.

This policy and procedure do **NOT** apply to:

- Content created for the sole purpose of carrying out specific job functions such as legal or government affairs.
- Content created by marketing or approved through the Brand Review process.
- Content created for the purposes of providing input to Standards development.
- Content created for individual customers.

3.0 DEFINITIONS

A **UL Solutions Associate** is an employee, member of the Boards of Trustees and/or Directors of UL Solutions and its subsidiaries and related companies, and any third parties (such as subcontractor laboratories, sales agents and consultants) who work as agents, representatives or intermediaries on behalf of UL Solutions.

4.0 RESPONSIBILITY/POLICY STATEMENT

When a UL Solutions Associate is engaged in (or invited to engage in) the creation of content for the purposes of educating or informing an external audience about UL Solutions business or its perspectives or expertise, the UL Solutions Associate must first seek and obtain approval for engaging in such content creation.

Content subject to this Policy includes but is not limited to:

- Keynote speaking opportunities, panel discussions, fireside chats and other forms of public speaking.
- Presentations, webinars.
- Trainings
- Whitepapers, blogs, articles, books.

- Industry and trade association publications.
- Interviews
- Any form of contact with media.

Content not subject to this Policy may include:

- UL Solutions marketing and sales approved materials.
- Documents created and approved by legal, government affairs.
- Content developed for specific customers.

To receive approval, UL Solutions Associates must submit the *External Content Creation Approval and Support* form (ECCAS form) to Partner Marketing together with written approval from their manager.

5.0 RULES AND EXAMPLES

Situation	Action required
<p>An industry association invites you to speak on a panel related to your role or expertise at UL Solutions.</p> <p>You are invited to present on a topic unrelated to your role at UL Solutions, but on a topic UL Solutions may have a perspective/viewpoint (such as Diversity & Inclusion).</p> <p>You co-author a paper or report with a local university.</p>	<ul style="list-style-type: none"> • Obtain manager written approval. • Consult UL Solutions expert on topic (e.g., Primary Designated Engineer). • Obtain company approval via the ECCAS form.
<p>A media outlet requests to speak with you on background for an informal question and answer session.</p>	<ul style="list-style-type: none"> • Do not engage until you’ve received approval from Corporate Communications. • Obtain company approval via the ECCAS form.
<p>A think tank offers to pay you to be the keynote speaker at their upcoming symposium.</p>	<ul style="list-style-type: none"> • Follow Gift and Entertainment Policy. • Obtain manager written approval. • Consult relevant PDE on expertise to be shared. • Obtain company approval via the ECCAS form.
<p>You provide a quote to your industry association blog.</p>	<ul style="list-style-type: none"> • Obtain manager written approval. • Consult relevant PDE on expertise to be shared. • Obtain company approval via the ECCAS form.
<p>You tweet or write a LinkedIn post about a new service offering at UL Solutions.</p>	<ul style="list-style-type: none"> • Follow Social Media Policy.

UL Solutions marketing requests that you speak on a panel or in a webinar.	<ul style="list-style-type: none"> • This policy does not apply.
You are developing a paper independent of UL Solutions marketing OR UL Solutions Research & Development.	<ul style="list-style-type: none"> • Obtain manager written approval • Consult relevant PDE on expertise to be shared. • Obtain company approval via the ECCAS form.
You develop a slide deck to present at a trade show.	<ul style="list-style-type: none"> • Obtain manager written approval • Consult relevant PDE on expertise to be shared • Obtain company approval via the ECCAS form.
You are attending a conference or event that targets the financial or investment community as one of its audiences.	<ul style="list-style-type: none"> • Obtain company approval via approval form. • Review Guidelines Regarding Nondisclosure of Certain Company Information.

6.0 EXCEPTIONAL CIRCUMSTANCES

Work group or location specific rules: Individual business units, divisions and locations may issue additional guidelines for the development of or engagement in external content creation. UL Solutions Associates are expected to comply with the strictest applicable content creation related Policy and all other applicable laws and rules.

7.0 RELATED POLICIES

UL Solutions Gift and Entertainment Policy: [Policy-ULID-000541](#)

Conflict of Interest Policy: [Policy-ULID-000517](#)

Travel and Expense Policy: [Policy-ULID-004308](#)

Engagement of Government Officials Policy: [Policy-ULID-004498](#)

Anti-Bribery and Corruption Policy: [Form-ULID-000504](#)

Social Media Policy: [Policy-ULID-004157](#)

Standards of Business Conduct: [Policy-ULID-000516](#)

[Guidelines Regarding Nondisclosure of Certain Company Information](#)