

OUR COMMITMENTS TO TRANSPARENCY



TRANSPARENCY
PORTAL

Professional Direct Sales

OUR COMMITMENTS TO TRANSPARENCY

INTRODUCTION: A NEW WAY TO PROVIDE YOU WITH OUR DIRECT SALES SERVICE, SAFER AND MORE EFFECTIVE.

Above all, we want you to feel secure with us, as a participant in this experience of transformation and change that we are offering. The Transparency Protocol is a **new paradigm in how we provide our service, how we serve you, and how we consider your needs in the safest and most effective way possible.** In this regard, **EDITORIAL PLANETA** is the first company in the sector to have technically developed an analysis of transparency as the foundation of its ethical and legal commitments within its contracting system.

A new model that transforms the traditional approach to sales service through innovative **COMMITMENTS** that will support you throughout the entire contract and which you will find only with us.

These commitments are as follows:

- **Transparency as a customer's right, without exception.**

Simply being a customer is sufficient. The Transparency Protocol is universal, guaranteeing every customer the right to receive specialised treatment regarding the information provided; without exclusion based on their status as a consumer, trader or their specific financial profile. An effective right you hold from the very moment you enter into a contract with us.

- **Comprehensive transparency.**

The Transparency Protocol covers not only the contract we sign but also the transparency of all aspects or matters arising from the execution of that contract. A comprehensive protocol that applies throughout your entire contractual relationship, that is, for the full duration of the contract.

- **Mediation as an integral part of the contracting process.**

The Transparency Protocol is a breakthrough in the direct sales sector, recognising your right to mediation as a preliminary step before any judicial claim, as well as resolving any dispute through dialogue. A landmark in the improved protection of your rights.

- **Transparency and traceability of the offer.**

The commitment to transparency covers not only all aspects arising from the contract you sign but also any modifications that may alter the initial offer of the requested product, without exception.

- **Transparency and security of your rights.**

Your Transparency Protocol will be present throughout the entire contracting process, serving as a key factor when considering your observations, suggestions and claims. So that you are always connected to Customer Service.

- **Transparency and data protection.**

Your Transparency Protocol will also provide you with a specific treatment of your data, and its use, that is more protective and effective.

A SEAL OF QUALITY AND EXCELLENCE AT YOUR SERVICE.

In short, **THE TRANSPARENCY PROTOCOL** also represents a seal of quality and excellence at your service, as its design and development have been directed by the [Legal Services of Grupo Planeta](#) in close collaboration with Mr Francisco Javier Orduña Moreno, former Magistrate of the First Chamber of the Supreme Court and Professor of Civil Law at the University of Valencia, one of the foremost specialists who has most contributed to establishing the value of transparency in our country, together with his research team at the University of Valencia.