Corporate Social Responsibility Policy (CSR)

PT Pippeline Technologies Indonesia

Agenda

Introduction

Company History

Founded in 2009 and originally known as Mindreach, in 2024 the company officially rebranded to Pippeline. Through the 15 years of existence, we have earned a reputation for providing one of the best photo editing services in the industry. Already trusted by the many of the top retailers in the E-commerce and fashion space to be their main partner for their photo editing needs, we continue to strive to build, improve, and evolve with the ever changing world.

Purpose

This Corporate Social Responsibility (CSR) Policy establishes Pippeline's commitment to operate responsibly and sustainably, addressing the interests of all stakeholders—employees, customers, shareholders, partners, suppliers, and the communities in which we work. We aim to ensure that our operations have a positive impact on society while aligning our business goals with ethical and sustainable practices. We are dedicated to improving the well-being of the communities and individuals we engage with through ethical business practices and social contributions.

Scope

This policy applies to all employees, business units, contractors, and partners working with PT Pippeline Technologies Indonesia. It serves as a guiding framework for our CSR activities, setting measurable goals and detailing the principles we follow in various areas.

Principles

We operate on the following core principles:

- *Integrity*: We maintain ethical business practices and transparency with all stakeholders.

- *Sustainability*: We aim to do our part to help protect the environment and the world that we all live in.

- *Diversity and Inclusion*: We promote equality, inclusion, and fairness in the workplace.

- *Innovation and Progress*: We encourage innovation that benefits society while minimizing harm to the environment.

Human Rights & Fair Labor Practices

Pippeline adheres to ethical practices and sound governance principles, ensuring integrity, fairness, and accountability in all aspects if our business. We believes that it is ever more important in developing countries to ensure the issue of human rights and fair labor practices are addressed and extra effort is made to not only ensure compliance with all local laws, but to ensure that all individuals involved in our business, whether internally or externally, are treated respectfully and ethnically.

Work Culture & Employee Welfare and Development
We strive to provide staff happiness and well-being through our office and work culture. We aim to foster a work environment where employees feel valued, safe, and motivated. We offer fair competitive salaries, comprehensive health and wellness benefits, and opportunities for career development.

We also understand that in developing countries, not everyone in the community were afforded the same opportunities and educational backgrounds as those from more developed nations. Because of this, we provide ongoing training in new skills, sustainability practices, and leadership development. We hope that providing this can not only provide these individuals opportunities in Pippeline but also new opportunities in whatever lies ahead for them in the future.

Diversity & Equal Opportunity
We believe that all people are equal and should have the same opportunities in the work field regardless of race, religion or gender. We ensure that compliance in diversity and equal opportunities policies are fulfilled in all recruitment, promotions, and compensations.

Compliance of Labor Laws & International Standard Practices

We ensure that Pippeline and partners comply with all applicable labor laws, regulations, and industry standards in every region where we operate. This includes providing fair wages, non-discrimination, and workplace safety.

We continuously monitor legal and regulatory changes and ensure compliance in all jurisdictions. We also conduct regular risk assessments to address potential risks in operations and mitigate them proactively.

Anti Slavery and Child Labor

No one should be forced to work against their will. Childhood should also be a time to have the freedom to explore, have fun, learn about the world, and just be a kid. Because of that, we are committed to do our part in eradicating any types of forced labor, child labor and human exploitation that exists whether in our company, our industry or anywhere in the world.

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Technology Security & Responsibility

Data Protection and Security

We have implemented the following security measures to protect data:

- *Multi-Factor Authentication (MFA):* MFA is required for access to sensitive systems and databases.

- *Regular Security Audits:* Periodic audits and vulnerability assessments are conducted to identify and address potential security risks.

- *Data Encryption:* All personal and sensitive data is encrypted using industry-standard encryption technologies.

- *Incident Response Plan:* We maintain an incident response plan for addressing and mitigating security breaches promptly.

Employee Training on Data Protection

All employees undergo regular training on data security best practices, including:

- Recognizing phishing attempts.
- Safeguarding devices and credentials.
- Reporting security incidents or suspicious activities.

Data Protection with Third-Party Access

When sharing data with third-party vendors or partners, we ensure that:

- Contracts include data protection and confidentiality clauses.
- Third parties adhere to similar security standards.
- Data is shared only for specific, legitimate business purposes.

Data Storage

Data collected by Pippeline is stored securely using the following measures:

- *Secure Servers*: Data is stored on servers protected by firewalls, anti-malware systems, and regular security audits.

- *Access Controls:* Role-based access controls are enforced to limit data access to authorized personnel only.

Data Retention

Data will be retained only as long as necessary for the purposes outlined in this policy or as required by law. Personal data will be securely deleted or anonymized when it is no longer needed.

Responsible use of AI

With the rapid evolution of AI technology, we understand that although the use of its technology greatly improves the efficiency of different parts of our business, we also understand that there are security and ethical standards that we must adhere to. We are committed to ensuring that AI is used in a manner that is responsible, transparent, and ethical. We believe that AI should be used for the benefit of society and must not cause harm to individuals, communities, or the environment.

This policy outlines our approach to the responsible use of AI and provides guiding principles for all AI-related activities within our organization:

- Ensure that human oversight remains integral where AI is applied, particularly in critical areas.

- Establish clear escalation paths and processes for addressing any issues or unintended consequences caused by the use of AI.

- Ensure that AI is used in alignment with ethical guidelines and does not contribute to harmful practices (e.g., surveillance abuse, manipulation, or unethical behavior).

- Avoid the deployment of AI systems that could be used in ways that contravene human rights, promote violence, or harm vulnerable groups.

- Ensure that all employees involved in AI deployment or use are trained on responsible AI practices.

- AI systems should respect user privacy and ensure the secure handling of personal data. We ensure that we adhere to all applicable data privacy laws, including GDPR, CCPA, or other regional regulations that apply to the use of AI.

Ethical Sales & Marketing Practices

Although the sales and marketing aspect of our business is a crucial one, we also understand that we must adhere to certain standards and practices to ensure our products and services meet the highest standards of quality, safety and ethics while treating customers and prospective customers with honesty and respect.

Transparency in Service Offerings

We are committed to being as transparent as possible with the services we provide and the prices we offer. We are committed to not engaging in unfair pricing practices such as bait-and-switch tactics and the concealing of the full cost of our services through hidden fees or hidden penalties.

Environmental Responsibility

We are committed to minimizing our environmental impact through sustainable environmentally responsible practices.

- We utilize digital workspaces and cloud solutions to reduce physical infrastructure and to reduce paper use.

- Through our hybrid remote work policy, and the utilization of virtual meetings, we can reduce travel which significantly reduces carbon emissions from commuting and business travel.

- We adhere to responsible e-waste recycling, promoting hardware reuse, and choosing suppliers with environmentally friendly practices.

- We partner with suppliers that follow eco-friendly waste management practices.

Anti-Corruption Policy

To prevent activities of corruption, Pippeline maintains high standards of corporate governance that protect shareholder interests and ensure long-term sustainability. We do this by ensuring a transparent board structure, with independent directors and regular audits. We have implemented and uphold anti-corruption policies and zero tolerance for bribery and unethical behavior.

Continuous Update & Improvements

As part of our commitment to continuous improvement, Pippeline will regularly review and update this CSR policy. We will remain flexible to evolving social, environmental, and governance challenges while ensuring the long-term sustainability and success of our company.

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Committed to a better future.