

Scope and purpose

This policy applies to Krystal Hosting Ltd, our team, and anyone representing us publicly. It sets out our approach to lobbying, political contributions and public policy engagement, including what we'd do if we ever took on direct lobbying.

Our purpose is to power the web responsibly, for people and the planet. Climate action and nature-based solutions have been part of that from the start, from the trees we fund every month to running all our infrastructure on renewable-matched energy. Our 1% for the Planet giving keeps climate at the centre of that too: in 2025, part of our commitment went to Ashden, a climate charity boosting climate innovation in the UK and Global South. Advocating for stronger climate and ecological policy is a natural extension of this work.

What counts as lobbying: direct lobbying means speaking to an elected official, civil servant or legislative staffer to influence a specific law, regulation or decision. We don't do that. Indirect lobbying means doing it through someone else acting on our behalf, which is what our membership of Business Declares involves: a network of businesses adding a collective voice to calls on the government for stronger climate and ecological policy. That's the only channel through which we engage in public policy. Replying to a government consultation or answering a factual request isn't lobbying under this policy, unless we're using it to push a specific position.

Our approach to responsible lobbying

a) Positive impact. We lobby only where we reasonably expect it to contribute to a positive impact on society or the environment. Right now, that's climate and ecological policy, through Business Declares, and nothing else.

b) Evidence-based. The positions we support through Business Declares are grounded in recognised climate science, and checked against the UN Sustainable Development Goals and B Corp's own standards for positive impact.

c) Political contributions. Our approach is that any support has to align with our purpose, go through the board first and come with no expectation of favour or access in return. Right now, that means we don't make any.

d) Anti-corruption and bribery. Our approach is zero tolerance, in line with the UK Bribery Act 2010.

e) Intermediary organisations. Our approach to the coalitions we're part of, including Business Declares, 1% for the Planet and our B Corp community, is to check their positions

against this policy each year. If one of them takes a stance we don't agree with, we'll say so publicly. If Business Declares ever campaigned against climate action or pushed us to fund something outside climate and ecological policy, we'd leave.

f) **Reviewing and approving this policy.** Krystal's board approves this policy and reviews it at least once a year.

Governance, control and risk management

a) **Who's accountable.** Our CEO is accountable for enforcing this policy, alongside our sustainability lead. The board approves it, approves any lobbying activity, and reviews it at least once a year.

b) **How this works in practice.** This policy is published on our website for anyone to read. We weigh up new advocacy opportunities or coalition memberships case by case, informed by our team and the partners we work with. Being small and independent means these decisions get proper attention, not lost in the process.

c) **Managing and monitoring risk.** We review our lobbying activity and coalition memberships annually, as part of our wider B Corp reporting cycle. We also keep an eye on legislation relevant to us, including data protection, cyber security, climate reporting and disclosure, green claims rules, and employment regulation. What we learn feeds into how we operate and the positions we take through Business Declares.

d) **Evaluating compliance.** The board evaluates how well this governance framework is working as part of that same annual review, and raises anything that needs to change with the policy owner.

e) **Raising a concern.** External stakeholders can raise input or concerns by filing a grievance [here](#). Alternatively, they can also email complaints@krystal.io.

Direct lobbying: this isn't part of how we work today. If that ever changed, it would go to the board first, stay tied to our purpose and be published here.

This document has been reviewed and approved by Krystal's board. Reviewed at least annually.

Last reviewed by the board: 19th August 2026

