

Human Rights Policy

Applies to:	H&M Group Functions and Business Partners
Corresponding	Listed in the policy
Procedures:	
Contact:	Head of Social Impact
Approved date:	Sept 2026
Owner:	H&M Group Sustainability
Version:	4

Introduction

Our policies are an important part of how we do business. They explain our strategic direction and purpose, ensuring we act lawfully, responsibly, and in line with our values. This policy supports strong governance, protects our reputation, and ensures trust with our business partners and customers.

Compliance with this policy is monitored. Non-compliance may lead to appropriate measures, including action under labour or employment laws where applicable. H&M may revise, update, or withdraw this policy at its discretion without prior notice.

Policy Statement Respecting human rights

At H&M Group, we recognise that our business operations and value chains impact millions of people and the environment. Respecting human rights throughout our value chains is therefore fundamental to how we operate and to building a long-term business.

For us, respecting human rights means upholding the fundamental, internationally recognised human rights of all people connected to our business - in our own operations, across our value chains, and in the communities where we operate. Everyone has the right to be treated with respect and dignity. It also means leading with our values and empowering people to be who they want to be.

This policy stipulates our focus on human rights. The creation and implementation of this policy have been informed by external expertise, such as the recognised human rights consultancy firm SHIFT.

Policy Details

International human rights standards

H&M Group's efforts are based on those human rights defined in the International Bill of Human Rights and the International Labour Organization's Declaration on Fundamental Principles and Rights at Work. Additionally, we refer to children's and women's rights as outlined in the United Nations Convention on the Rights of the Child and the United Nations Convention on the Elimination of Discrimination against Women.

We comply with national law, and respect internationally recognised human rights wherever we operate. Where they are in conflict, we respect national law while seeking to honour the principles of internationally recognised human rights.

Human rights due diligence

Our approach to human rights is guided by the UN Guiding Principles on Business and Human Rights, the OECD Guidelines for Multinational Enterprises, and the Children's Rights and Business Principles. We conduct ongoing human rights due diligence across our own operations, subsidiaries, and upstream and downstream value chain to identify and assess actual and potential adverse human rights impacts. Where adverse impacts are identified, we take action to prevent, mitigate, bring to an end, and, where appropriate, remediate the harm. Where it is not feasible to address all adverse impacts immediately, we prioritise, in line with the risk-based approach to due diligence, the most significant risks first, based on their severity and likelihood.

Remedy

Our response to adverse impacts, including our approach to remediation, is informed by our connection to the adverse impact, the severity of the harm, and the specific context. Where we identify that we have caused or contributed to an adverse human rights impact, we will provide for or cooperate in its remediation. Where an adverse impact is directly linked to our business relationships, we will use our leverage to prevent or mitigate the impact and, where appropriate, support its remediation. We commit to remedy when we cause, contribute, or are directly linked to harm.

Stakeholder engagement

Our human rights due diligence is informed by ongoing engagement with affected stakeholders and their legitimate representatives. We seek to engage stakeholders throughout the due diligence process, from identifying and assessing impacts to determining appropriate actions and supporting remediation. Meaningful engagement helps us understand impacts from the perspective of those affected and informs effective responses.

Expectations from colleagues

Respecting human rights is reflected in the way we run and operate our business, through our policies and procedures as well as goals and roadmaps, which can be found in the Annual Sustainability Report. Examples of how we operate are found in our Sustainability Standards for suppliers and business partners and our Social Policies for colleagues.

We conduct human rights due diligence across our value chain, including but not limited to, new markets, suppliers and materials. Our approach is adjusted to operational context and risk, business relationships and the nature of our involvement with an impact. Our process continuously develops as we incorporate learnings and input from stakeholders and experts.

Our efforts are focused on our salient human rights issues. These are the human rights at risk of the most severe negative impact on people across our value chain. We regularly review our salient human rights issues together with internal and external stakeholders to ensure their relevance and to define prioritised efforts and engagement.

Due to the nature of our business, we concentrate our efforts on our own operations and value chains with a focus on labour rights. However, other human rights such as the right to the environment and water, right to privacy, non-discrimination, children's rights and rights of Indigenous peoples are also important to us as they speak to how we care for our customers, the communities where we operate, and future generations.

We provide basic and specific human rights training, tailoring the content for different functions, roles and business partners. We also work to integrate human rights management across our operations and business relationships through adequate steering and governance. Human rights considerations are integrated into relevant business decisions, risk management processes, procurement practices and commercial relationships.

Some human rights issues across our value chain can be systemic and require collaboration between, and actions by, different actors to be addressed. We encourage collective efforts.

As per the UN Guiding Principles on Business and Human Rights, states have a duty to protect human rights and companies have a responsibility to respect the same. Where aligned with our responsibility to respect human rights, we may engage for policy reform and effective implementation on national level and collaborate with various United Nations bodies, governments and non-governmental organisations. We also recognise the essential role of civic freedoms and human rights defenders in identifying and addressing human rights challenges across our value chain, particularly in relation to labour rights and environmental rights. We do not tolerate abuse, harassment, retaliation, or other forms of interference against human rights defenders or their legitimate activities. Where relevant and consistent with our human rights responsibilities, we use our leverage to support civic freedom and the protection of human rights defenders.

We also communicate on an ongoing basis with those that might be affected by our business and to organisations that work in proximity with affected stakeholders.

The Human Rights Policy is made available to stakeholders internally and externally. Our performance and impacts on human rights are communicated and reported transparently through various channels, including our Annual Sustainability Report.

Roles and Responsibilities

Our Board of Directors has adopted this Human Rights Policy on behalf of H&M Group. Approved by the policy approval forum and overseen by the sustainability department, accountability for implementation and progress monitoring rests with the chief sustainability officer.

Colleagues

Respect for human rights guides us when actively working to create healthy, safe, fair and inclusive workplaces for our colleagues.

All our activities should be characterised by respect for the individual and the equal value of all people. This applies to everything from wages, working hours and freedom of association to the opportunity to grow and develop, and the right to speak up. We have zero tolerance for discrimination, harassment or retaliation committed by or against leaders, colleagues, job applicants, customers, vendors or visitors.

We work to strengthen inclusion and diversity across our teams and operations. We believe this fosters a workplace where colleagues feel a sense of belonging, where they are welcomed, respected, and able to freely express their ideas and perspectives, be heard, and have equal opportunities to grow and contribute to our business success. As part of our ongoing efforts, we have implemented training on inclusion, diversity, and unconscious bias for all colleagues.

Our human rights ambitions for our colleagues are manifested and implemented through our Social Policies and potential violations can be raised via various channels including our global grievance channel. Our Central People Organisation (CPO) oversee our efforts in relation to our colleagues.

People across our value chains

We continue our ongoing work to ensure respect for human rights throughout our value chains.

Our H&M Production function, as well as other upstream and downstream functions, and the Social Impact Team within our Global Sustainability Department are overseeing our efforts in relation to people across our value chains.

Our direct supplier factories around the world employ millions of people, many more work throughout our various supply chains, and our business partners who deliver services to our offices, stores and customers employ several thousands of people. We engage and collaborate with our suppliers and business partners

to promote, support, and advance safe, fair and equal working conditions, as well as respecting other work-related rights, and an atmosphere where people feel they can speak up and contribute. Environmental issues linked to our operations and value chains that may have severe impacts on people and communities also fall within this scope of our work. Our requirements on our suppliers and business partners are defined in our Sustainability Standard.

For our manufacturing supply chain, we have an assessment program that follows-up on compliance with our requirements. Together with our suppliers we also invest in programs and capacity building to progress within areas that are more complex or require specific attention such as wages and gender equality, and to strengthen supplier responsibility for conditions in their upstream supply chains.

H&M Group has a Global Framework Agreement with IndustriALL Global Union and Swedish trade union IF Metall, that aims to establish common action plans to progress respect for labour rights and good industrial relations in key production markets. National Monitoring Committees, consisting of local unions and senior H&M Group representatives, have been put in place to facilitate collaboration and they also oversee grievances and access to remedy for issues that have been escalated.

We also engage in public affairs, where collaboration with UN bodies such as the ILO (International Labour Organization) are important to secure long-term and structural improvement through policy reforms and strengthening of national institutions such as labour inspections.

Communities

We recognize and respect the human rights of all people, including those in communities directly or indirectly affected by our operations. We are committed to meaningful engagement with these communities, ensuring their voices are heard and respected, particularly in relation to land rights and access to a clean and healthy environment.

We also recognize the unique rights of Indigenous peoples as outlined in international frameworks such as the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and ILO Convention No. 169, including their rights to self-determination, land, territories, natural resources, culture and traditional knowledge. We are committed to safeguarding Indigenous peoples' rights as part of our due diligence process. Where our activities may affect Indigenous peoples, we engage in consultation and seek Free, Prior and Informed Consent (FPIC).

Customers

Customers are the heart of our business. We are committed to respecting the human rights of the millions of customers we interact with.

Our focus includes providing safe products and services, respecting the privacy of our customers, ensuring fair advertising of children's concepts, combating discrimination and advancing inclusion.

Fashion is also about allowing people to express themselves. We aim for our marketing to reflect diversity and support inclusion, conveying the values we believe in and respecting the views of others. Our guiding principle is to reflect the great diversity of our customers and communicate a range of styles, shapes and perspectives rather than any specific ideal.

We look for ways for our brands to be impactful and build meaningful relationships by engaging customers to promote human rights both globally and locally. Customers are also key enablers for driving change through the choices they make. Our ambition is to help customers make more informed choices and make products with lower environmental and social impacts accessible to more people.

Several internal stakeholders across multiple teams, such as for example fair marketing and social impact team within our global sustainability department, are continuously overseeing our impact on customers.

Connected H&M Group policies and steering documents

- Sustainability Due Diligence Policy
- Environmental Policy
- Social Policies
- Sustainability Standard
- Case Handling procedure
- Remediation Procedure

Policy Exclusions and Exceptions

H&M Group must comply with local laws and regulations in the countries where we operate. If this policy differs from these, we aim for whatever gives the greatest protection for people to the extent possible. If a need for exception arises above reason, the policy contact person should be contacted for further actions.

The primary intended audience of our policies are internal stakeholders, for external readers consider the following:

This policy sets out H&M Group's principles, ambitions and approach to this topic. It should be read together with H&M Group's Annual and Sustainability Report, which provides information on relevant double materiality assessment outcomes, due diligence processes, actions, targets and performance.

Our approach is guided by risk-based due diligence and applicable legal requirements. As part of our ongoing due diligence processes, priorities, actions and focus areas may evolve in response to identified impacts, risks, opportunities, stakeholder input and changes in the operating environment.

Any goals, ambitions, targets or commitments described in this policy are intended to provide strategic direction and support continuous improvement. They should not be understood as guarantees of specific outcomes, results or timelines.

Compliance and controls

There are a number of control mechanisms in place to measure compliance with this policy, such as through audits, self-assessments and other internal controls. We regularly assess the effectiveness of our actions to determine whether adverse impacts are being prevented, mitigated and remediated. We monitor and evaluate progress through qualitative and quantitative indicators to track the effectiveness of our human rights due diligence and response measures. There is also a process in place where H&M Group Management regularly follows up the progress of commitments, goals and ambitions related to this policy.

Feedback

Open and constructive dialogue is appreciated as it helps to reinforce the policy's efficiency and effectiveness. If you have any feedback, suggestions for improvements, or queries in relation to this policy, please contact the policy contact person. This policy will be reviewed regularly to bring it in line with any changes that the business model may undergo, or that may occur in the context where we operate, always ensuring the effective implementation thereof.

Speak up!

If you would like to raise a concern or you suspect a breach of H&M Group policies, you should report it immediately to your closest manager or to the H&M Group Speak Up! channel which is also available at <https://speakup.hmgroupp.com/>.