

Bayer response to allegation that by financially supporting the Sean Hannity Show on Fox News through its advertising, Bayer is failing to respect internationally-recognized human rights standards

4 March 2018

Business & Human Rights Resource Centre invited Bayer to respond to a letter from Christopher Avery letter alleging that by financially supporting the Sean Hannity Show on Fox News through its advertising, Bayer is failing to respect the Universal Declaration of Human Rights, the United Nations Guiding Principles on Business and Human Rights and other internationally-recognized human rights standards.

- Letter from Christopher Avery: <https://www.business-humanrights.org/en/usa-bayer-failing-to-respect-intl-human-rights-standards-by-financially-supporting-sean-hannity-show-through-advertising-includes-company-response#c170267>

Bayer sent the following statement:

“Bayer clearly does not condone nor support the statements made by Mr. Hannity, and we have strongly expressed our concerns to Premiere Networks and Fox News. Opinions or views expressed by the network's news programs hosts or correspondents are solely theirs, and do not necessarily reflect those of Bayer. Bayer does not play a role in defining such opinions nor do we have any preview to opinions that will be expressed prior to airing.

Bayer, like any advertiser who purchases large packages of advertising time, runs the risk of having an occasional ad run on a network that broadcasts programming that may be seen as offensive. That being said, Bayer does work to exercise good judgment in selecting programming on which to advertise. We regularly evaluate our advertising placement, and make sound judgments to continue or discontinue based upon our beliefs, values and ethical considerations.

We would like to point out that we have expressed this view by email to Mr. Avery already on January 4, 2018 and in a phone call following that email.

Finally, please be assured, that Bayer fully supports human rights and has set out its stance in a binding corporate policy, Bayer's Position on Human Rights. We are committed to respecting and fostering human rights within our sphere of influence and to reporting transparently on the results of our activities in this area. The observance of human rights is an integral part of our sustainability management and our human resources strategy.

For more information, please go to:

<http://www.annualreport2017.bayer.com/management-report-annexes/about-the-group/employees-and-society/human-rights.html>
<https://www.bayer.com/en/bayer-human-rights-position.aspx>”