

A large, dark blue speech bubble with a white border, centered on the page. The text "Product Safety Policy" is written inside in white, bold, sans-serif font.

Product Safety Policy

Product Safety Policy

1. Policy statement:

At JYSK, we are committed to ensuring that our products and services for consumers and end-users have high standards of product safety. We strive to provide high-quality, durable, and responsibly sourced products. We are committed to identifying, mitigating, and eliminating potential product safety risks at every stage of the value chain, from design and sourcing to consumer use and end-of-life.

This policy outlines JYSK's commitments to consumer safety, safe use of our assortment, engagement, and grievance mechanisms in line with international standards and best practices. JYSK applies extra caution to protect vulnerable consumers such as children. As part of JYSK's product safety assessments, it is important to assess who is the intended and foreseeable user, and in what way the products will foreseeably be used.

This policy aligns with internationally recognised standards, including:

- United Nations Global Compact (UNGC) Principles
- General Product Safety Regulation (GPSR) and applicable national consumer safety laws
- EU Consumer Rights and Data protection legislation

2. Scope:

Our commitment to safe quality products applies to both our own operations and our value chain. We expect our employees, suppliers and other third parties to uphold the commitments outlined in this Product Safety Policy. The policy covers all JYSK products and services across our markets.

The policy applies to:

- **JYSK employees:** Mandatory integration of product safety and consumer health considerations into design, product development, purchasing, testing, sales, and customer service.
- **Suppliers, manufacturers and partners** involved in delivering products to consumers: Enforcing compliance with responsible sourcing and consumer protection policies.
- **Consumers and end-users:** Protecting consumer health and safety by ensuring products are safe under intended and reasonably foreseeable use and transparent communication.

To ensure transparency, this policy is publicly available on JYSK's website, JYSK.com, and communicated to relevant internal and external stakeholders.

3. Objectives and targets:

At JYSK, our objectives and targets for product safety are designed to strengthen consumer trust, ensure compliance, and support continuous improvement across our value chain. We want to:

- Ensure safe, high-quality products that meet or exceed legal safety standards.
- Act responsibly in all product safety matters.
- Reduce withdrawals and recalls without compromising customer safety.
- Protect vulnerable consumers, especially children, through strict safety requirements.
- Provide clear and accessible safety information with all products, along with transparent grievance mechanisms and complaint processes.
- Continuously monitor compliance and emerging risks, including digital developments, evolving sustainability expectations and annual reviews of product safety regulations, consumer rights.

4. Actions, strategies, processes:

To achieve these objectives, JYSK has implemented specific actions and strategies that reinforce our consumer commitments.

Consumer engagement and transparency

- Manuals and labelling to ensure all customers use products safely and extend the products' lifespan.
- Transparent material disclosures to help consumers make informed choices.
- Sustainability labels on certified products.
- Periodic consumer surveys to better understand evolving consumer expectations and inform improvements.
- Grievance mechanisms are available to receive complaints directly via web forms, phone, or email, including those related to ethics and sustainability.

Product safety and compliance

- Compliance with the EU Framework for consumer rights and product safety.
- Supplier audits and product testing to ensure safety and compliance.
- Pre-market safety assessments and hazard analysis before product introduction.
- Collaboration with external accredited labs for independent safety verification.
- Internal consumer safety database to log accidents, claims, and investigations.
- Product recall procedures, including public notices and corrective actions. Describes step-by-step from initial findings to tracking and evaluating the success of a recall.
- Quick blocking mechanisms across all stores and distribution centres. Including a cashier blocking mechanism, preventing specific articles from being sold.
- Prohibition of Substances of Very High Concern (SVHC) in products.
- Textiles must meet the strict chemical requirements of OEKO-TEX®.
- Clear safety labelling on high-risk products, including electronics and children's items, to prevent misuse or injury.
- Consumer product safety issue reporting platform (available [here](#)).

Fair marketing and ethical business practices

- Compliance with OECD Guidelines and EU marketing legislation, focusing on non-discriminatory, transparent, and safety-focused claims.

5. Governance

Role	Responsible	Responsibility
Policy owner	EVP Purchasing & Sales	Provides strategic oversight and ensures alignment with corporate goals. Most senior level responsible for the implementation of the policy in JYSK.
Policy approver	Sustainability Management Group	Reviews and approves policies, ensuring consistency and compliance on policy form.
Policy responsible	Compliance & Quality Director	Drafts and revises policy.
Policy implementation	The Compliance and Quality department	Ensures the policy is enforced throughout the value chain. Ensures the policy is enforced throughout JYSK operations.

6. Compliance and grievance mechanisms

To ensure compliance, JYSK has established monitoring and grievance mechanisms, including:

Supplier audits: Regular inspections to verify compliance with consumer safety and sustainability standards.

Internal reviews: Annual evaluations of consumer-related risks and opportunities.

Whistleblower service: Confidential platform for employees, suppliers, and stakeholders to report concerns.

Consumer feedback channels: A public reporting platform for safety and quality concerns, combined with an internal safety and complaints register to identify trends and enable risk-based improvements, available on our [website](#).

Complaint handling, refund policies and mitigating actions: Timely investigation of claims, risk assessments, and corrective actions, including refunds or product exchanges for faulty or unsafe products.

7. Reporting

Progress on policy implementation and potential breaches will be summarised annually in the Sustainability Statement.

Performance and compliance of this policy and updates will be shared with executive leadership as relevant through the Sustainability Management Group.

8. Related policies

This policy should be read in conjunction with:

- Resource Use Policy
- Climate Policy
- JYSK Supplier Code of Conduct

Approval and updates:

This policy has been approved by JYSK's Sustainability Management Group and is valid from September 2025. This policy is as a minimum updated bi-annually and adjustments will be made based on our performance, technological advances and the development of best practices.

Appendix: Definitions:

Term	Definition
Consumer Protection	Policies and laws ensuring consumers are treated fairly and provided with safe, quality products.
Consumer Safety	Assurance that JYSK products, when used as intended or reasonably foreseeable, do not cause harm.
Child Safety	Product-specific safeguards to protect children across JYSK's assortment.
Product Recall	Removal of unsafe products from distribution and consumer use, with corrective actions.