

MANAGEMENT MOMENTS

February 20-26, 2022

Uniforms

Uniforms are a way for your shoppers and mall employees to easily identify individuals as members of the Guest Services Team at your location. It is a way for shoppers to identify a Guest Services Ambassador when they are walking through the mall so that they can ask questions that they may have during their visit.

Since your Guest Services Team works in the common area of the shopping center, and is essentially the face of the shopping center, it is important that they are wearing the proper uniform at all times and that this uniform is in good shape and representative of the professional establishment in which they work.

Uniforms vary by location, and the determination of your location's uniforms was made by both Infoplace USA and your Mall Management. There are often a number of factors that play into this decision such as: climate/temperature, using an onsite retailer, functionality for the job, and overall, the look that the mall is trying to achieve for the department.

The uniform includes all of the clothing components that have been issued for your location, including sweaters, jackets, and scarves or ties. It is important that these components are being utilized by all team members so that we are providing a consistent image to the public- hence the word uniform.

Uniform components also include name badges. It is important that each team member has a name badge that includes their name, and that they work at the Guest Services Desk at your location. This will aid shoppers in identifying them as someone that can help when they see the team member elsewhere in the shopping center.

We understand that not all locations provide sweaters or jackets, and that these pieces are sometimes needed during these colder months. Please speak with your Area Supervisor regarding accommodations that may be made for your location prior to implementing a change. If an accommodation is made, please keep in mind that any sweaters or jackets that are worn must be of a solid color and not contain any visible logos or graphics.

In most cases, only uniform tops are provided. Team members are responsible for supplying their own pants which must adhere to the company standards. This means no denim or athletic style pants/leggings are permitted.

Proper footwear is a must in Guest Services since we are standing and walking a majority of the day. Employees are encouraged to wear comfortable footwear, while also adhering to our policy of presenting a professional and businesslike image to the public.

As a reminder, during the onboarding process, all new team members review and sign the Infoplace USA Policies and Procedures (P-1000) document which outlines the following in regard to the company dress code policy:

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It is the policy of Infoplace USA that each employee's dress, grooming, and personal hygiene should be appropriate to the work situation. Employees are expected at all times to present a professional, businesslike image to the public. Employees must wear the complete uniform, including nametags, jackets, scarves, etc. as specified by the Mall and Infoplace USA at all times when inside the booth or in the immediate booth area. The uniform must be kept neat, clean, unwrinkled, and free of holes. Tattoos are not to be visible. Hair must be neat and clean. Beards and mustaches are acceptable, but must be trimmed and neat. Visible piercing i.e. brow, tongue, lip, nose, etc. adorned with rings, posts or other such items are not permitted. Earrings in the ear are permitted as long as they are professional in appearance and no more than one per ear. Avant-garde hair color and hairstyles are not appropriate. Excessive jewelry and other adornments are not permitted. Hip hugger or other low rise pants are not permitted. The midriff must be covered at all times. No sandals or "clog/mule" style shoes are permitted. Shoes must be of professional appearance and of a color approved by Management. At all times, all employees are to appear professional in appearance. Management has the right to determine what is professional, clean, etc. Anyone, whose appearance is not acceptable by Management, will be told to return home to change if necessary.

Take some time this week to review the current uniforms that are in place at your location. Ask yourself the following:

- Do uniforms (some or all) need to be updated because they are showing wear and tear? If so, which pieces and sizes are needed?
- Are there any team members that are in need of a name badge?
- Are all team members following the uniform guidelines for your location and presenting a professional businesslike image when they are working at the Guest Services Desk? If not, please speak with these employees one on one to rectify any issues that you have identified.

If you identify any current uniform needs for your location, please speak with your Area Supervisor regarding placing an order for any items that are needed. We want to make sure that all team members have the necessary components to look their best at work.

As the Guest Services Manager of your location, it is one of your responsibilities to ensure that all team members are adhering to the company standards and policies such as dress code. This responsibility also includes working with team members to rectify any issues that are identified so that your location is the best that it can be.