



QUALITY POLICY

Yodel Creative Ltd is committed to the quality delivery of marketing and creative services to sectors including local commercial businesses, both B2B and B2C, education, legal and international organisations. Our clients will benefit from the best quality service, advice and recommendations, tailored to their organisations, as far as is reasonably practicable with our team's skills, knowledge and experience.

We are fully committed to effective quality assurance, measurement and continuous improvement actions, striving always to seek methods which will deliver positive outcomes and results for our clients.

This policy provides a framework for establishing and reviewing our objectives. Our current objectives relate to business performance and delivery of quality services. Objectives and short-, medium- and long-term goals are identified and reviewed on an ongoing basis by our Managing Director and Marketing Manager and a formal review is undertaken and recorded at quarterly management meetings. Business risk and opportunities are also recorded quarterly.

These objectives and goals are used as a basis to measure our performance, ensuring compliance with clients' specified requirements and to continually improve the effectiveness of our quality assurance systems, management system and structures.

Through this policy, we commit to:

- Compliance with applicable legislation and other requirements as necessary;
- Supplying the necessary training and support to our team in relation to quality, management and leadership;
- Monitoring of all business activities and their resource usage, identifying opportunities to continue to work more efficiently whilst maintaining excellent quality of service and outcomes; and
- Continual improvement towards client satisfaction, client experience enhancement and process improvement.

The responsibility for the implementation of this policy rests with the Managing Director, who has overall responsibility for maintaining and continual improvement of quality standards.

All Directors and employees are responsible for the work they undertake and for complying with business management procedures. It is their responsibility to identify and report, where appropriate, issues and/or opportunities for improvement to senior management through the appropriate meeting.

Full facilities are afforded to clients in carrying out assessments of our management and quality systems.

This policy reflects the current structure, size and operation of our business. This policy is available to our clients, subcontractors, suppliers and to the general public on request. It will be reviewed annually for its continuing suitability and applicability during formal management reviews.

A handwritten signature in black ink, appearing to read "Paul Newton".

Paul Newton
Managing Director