



Marketing Policy

Introduction

At Mirage and Mole Limited, we are committed to providing effective and ethical marketing services to our clients. We recognise the importance of building trust and credibility with our clients, and we have developed this marketing policy to ensure that we meet our obligations to provide high-quality and transparent services.

Scope

This policy applies to all employees, volunteers, contractors, and other third parties who work with or on behalf of our company. It covers all aspects of our marketing services, including advertising, public relations, market research, and digital marketing.

Policy Statement

We will:

- Provide high-quality marketing services that meet the needs and objectives of our clients
- Be transparent about our services and fees, and provide clear and accurate information about our capabilities and experience
- Maintain the confidentiality of client information and data
- Comply with all relevant laws, regulations, and industry standards
- Provide training and support to employees to enable them to fulfill their marketing responsibilities

Responsibilities

All employees are responsible for:

- Providing high-quality marketing services that meet the needs and objectives of our clients
- Being transparent about our services and fees, and providing clear and accurate information about our capabilities and experience
- Maintaining the confidentiality of client information and data
- Complying with all relevant laws, regulations, and industry standards
- Attending training and development opportunities to improve their marketing skills and knowledge

The Directors are responsible for:

- Coordinating the company's marketing efforts
- Providing advice and guidance to employees on marketing matters
- Ensuring that all marketing activities are compliant with relevant laws, regulations, and industry standards
- Maintaining records of marketing activities and results



Safeguarding Policy

- Reviewing and updating this policy and related procedures and guidelines on a regular basis

Procedures

All marketing activities must be approved by the marketing manager before they are executed. The marketing manager will ensure that:

- The marketing activities are compliant with relevant laws, regulations, and industry standards
- The marketing activities are consistent with the company's brand and reputation
- The marketing activities are appropriate for the target audience
- The marketing activities are within the budget and timeframe agreed with the client
- All employees are required to attend marketing training and must sign and abide by the company's code of conduct.

Conclusion

At Mirage and Mole Limited, we take our marketing responsibilities seriously and are committed to providing effective and ethical marketing services to our clients. We will continue to review and update this policy and related procedures and guidelines to ensure that we meet our obligations to provide high-quality and transparent services.

Signed by - Lee Moulson (Managing Director):

Lee Moulson

Date: 3 January 2023

Review Date: 1 January 2024