

## QUALITY POLICY

Identity is a dynamic and energetic company with a core set of values that underpin all our work. We know the best events are delivered in partnership and we listen to our clients carefully to really understand their objectives, working collaboratively at every step of the process to ensure the highest standards of quality in our services.

Our Quality Management System is consistent with ISO 9001:2015. Its purpose is to:

- Ensure we act on the feedback from our clients and others that we engage with
- Continually improve the services we provide
- Remain compliant to all legislative & regulatory requirements
- Ensure that those we engage with have a positive experience.

We do this by always looking for opportunities to improve then setting SMART objectives to maximise our strengths and minimise risk. We all have a responsibility to ensure that our clients receive a quality service and to demonstrate a high level of competence always.

The Company's services and systems are designed, engineered and managed to exceed our client's expectations through the simplest and most cost effective means possible.

The Company is committed to a training policy that ensures all personnel have the necessary competence and training to perform their duties.

The Quality Policy is understood by and communicated to all staff within the Company. It is the responsibility of Senior Management to investigate any quality problems and ensure that corrective action and/or preventative action is implemented as soon as possible. Senior Management shall also ensure customer requirements are determined and met, therefore enhancing customer satisfaction.

All the components that together make up our Management System are regularly reviewed to ensure they are appropriate, understood and most of all the system continually improves and we exceed our customers' expectations.



Paul Fitzpatrick  
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