

DIRECT DEFENCE SOLUTIONS LTD

Adverse Publicity Policy

POLICY STATEMENT	INITIAL REVISION
ISSUE DATE:	AUG 2018
POLICY-018	Prepared & Approved by: Director

Adverse Publicity Policy

Definition

Adverse publicity is that exposure that Enforce Protection may incur due to a particular, or a variety of circumstances, which may lead to potentially significant consequences. It is recognised that this may result in the Company's reputation among its customers, competitors and wider consumers being damaged, with possible collateral brand and commercial implications.

Potential Sources of Adverse Publicity:

The Directors have identified that the most probable sources of adverse publicity may be:

- Disillusioned (ex) employee
- Angry customers
- Misleading interpretations of website posts/interview excerpts
- Competitors spreading unsubstantiated rumours.

Methodology:

The Directors of the Company have established the following methodology to address circumstances where adverse publicity is, or has the potential to, impact upon Enforce Protection:

- Investigate the problem to ensure that a comprehensive understanding of the issue is obtained, including but not necessarily limited to business area; source; causation; potential exposure; potential impacts.
- Establish a robust remedial route to mitigate or eradicate the effects of any adverse publicity, including any statement to be made to the media. Only Directors of the Company are authorised to speak to media agencies without exception.
- Provide concrete affirmations refuting allegations where possible.
- The effectiveness of actions taken will be continually followed up until the Directors are satisfied that as positive a conclusion as possible has been reached.

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- Feedback on preventative action will be given to the business to preclude reoccurrences where this is possible.

Communication and Review:

This policy is communicated to all stakeholders via published website, handbook and noticeboards and on request.

We undertake to continually review of this policy within the framework of our Integrated Management Systems in our Management Review meetings and on as and when required basis with the overarching aim of conducting our activities in a manner, which does not affect the quality environment and health and safety of Enforce Protection.

Prepared and Signed by Director:

Date: