Marshall Creative

www.marshall-creative.co.uk

Marshall Creative Business Continuity Policy

1. Purpose and Scope

Business continuity is essential for the sustained operation and resilience of Marshall Creative. This Business Continuity Policy is designed to establish a framework for planning, implementing, and maintaining measures that ensure the organization can continue its critical functions during and after disruptions caused by unforeseen events.

2. Objectives of Business Continuity

- Ensure Resilience: Establish and maintain resilience to minimize the impact of disruptions on business operations.
- Critical Function Preservation: Identify and prioritize critical functions and ensure their uninterrupted continuation.
- Stakeholder Communication: Establish effective communication strategies to keep stakeholders informed during disruptions.

3. Responsibilities

- Management: Leadership at Marshall Creative is responsible for providing the necessary resources, support, and oversight for the development and implementation of the business continuity program.
- Business Continuity Team: Appoint and empower a Business Continuity Team responsible for the development, maintenance, and testing of business continuity plans.

4. Business Impact Analysis (BIA)

- Conduct a thorough Business Impact Analysis to identify critical functions, dependencies, and potential impacts of disruptions.
- Prioritize critical functions based on their importance to the organization's overall operations and objectives.

5. Risk Assessment and Mitigation

- Identify potential risks and threats that could disrupt business operations.
- Develop and implement mitigation strategies to reduce the impact of identified risks.

6. Business Continuity Planning

- Develop detailed business continuity plans that outline specific actions, responsibilities, and communication protocols during disruptions.
- Ensure plans address various scenarios, including natural disasters, technological failures, and other unforeseen events.

7. Emergency Response and Crisis Management

- Establish clear emergency response and crisis management procedures to ensure the safety of employees and stakeholders.
- Designate an Emergency Response Team with defined roles and responsibilities.

8. Communication Protocols

- Develop a robust communication plan for internal and external stakeholders during disruptions.
- Establish primary and secondary communication channels to ensure timely and accurate information dissemination.

9. Training and Awareness

- Provide regular training to employees on business continuity procedures and their roles during disruptions.
- Raise awareness about the importance of individual contributions to the overall business continuity effort.

10. Testing and Exercises

- Conduct regular testing and exercises of the business continuity plans to ensure their effectiveness.
- Analyze the outcomes of tests and exercises to identify areas for improvement.

11. Continuous Monitoring and Review

- Establish a continuous monitoring system to assess the changing risk landscape.
- Regularly review and update business continuity plans based on lessons learned and emerging best practices.

12. Supplier and Service Provider Continuity

- Evaluate the business continuity plans of key suppliers and service providers.
- Establish contingency plans for critical dependencies on external entities.

13. Technology and Information Security Continuity

- Ensure the continuity of critical technology systems.
- Implement measures to safeguard information and data during disruptions.

14. Review and Revision

This Business Continuity Policy will be reviewed periodically to ensure its continued relevance and effectiveness. Necessary revisions will be made to adapt to changes in laws, regulations, and industry best practices.

This Business Continuity Policy reflects Marshall Creative's commitment to maintaining resilience and ensuring the continuity of critical business functions during disruptions.

Signed

Darren Marshall [DIRETCTOR]

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