



DigitalMarketingMentor

Business Continuity Policy

Statement

The purpose of this document is to set out Digital Marketing mentor's policy in relation to Business Continuity

Digital Marketing mentor's Policy

- Maintain a strategy for reacting to, and recovering from, adverse situations which is in line with senior management's level of acceptable risk
- Maintain a programme of activity which ensures the company has the ability to react appropriately to, and recover from, adverse situations in line with the business continuity objective
- Maintain appropriate response plans underpinned by a clear escalation process
- Exercise response and recovery plans at least annually
- Maintain a level of resilience to operational failure in line with the risk faced, the level of negative impact which could result from failure and senior management's level of acceptable risk
- Maintain employee awareness of the company's expectations of them during an emergency or business continuity threatening situation
- Take account of changing business needs and ensure that the response plans and business continuity strategy are revised where necessary
- Remain aligned with best practice in business continuity management

Business Impact Analysis.

Critical business processes have been identified and required resources determined to keep these processes running effectively. This analysis will be maintained over time to take account of the changing business.

Risk Assessment

An assessment of the threats which could prevent key offices being utilised has been conducted and appropriate, cost justified controls have been put in place to manage those threats should they occur and to reduce the likelihood of them happening in the first place.

Business Continuity Strategy & Plans.

Operations can continue to be supported in the event of a complete loss of a single office, contents and infrastructure through utilising a combination of unaffected offices and data centres together with business recovery site seating secured under a contract agreement.

Formal emergency response and business continuity plans exist to allow incidents to be managed effectively and for return to business as usual status in the optimum time. This includes a technical plan for recovering IT systems, telephones and data communications. Plans are tested at least annually and reviewed at least quarterly to provide confidence that they would work in practice should they need to be used in earnest.

Crisis Management

Emergency Response and Crisis Management staff are in place, comprising a mix of key individuals and managers from across the business, to oversee the appropriate response to any adverse

situation, supported by a clear and fast escalation process to ensure that incidents are assessed quickly and dealt with correctly.