

PULSAR*GROUP

Quality Management Policy



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Policy Statement

Pulsar Group Plc (formerly Access Intelligence) and its subsidiaries (including its subsidiaries operating the Isentia, Pulsar and Vuelio brands globally) (Group, Company or Pulsar Group) are committed to promoting and maintaining quality standards in relation to all of its business activities.

Quality is a critical enabler of customer support, product changes and reliability, which stems from Information Security Controls. With all employees working together, we will embed quality expectations into our daily activities and deliver industry-leading performance across all that we do.

Purpose

The primary purpose of this Policy is to give Team Members a clear understanding of their responsibilities relating to quality management and delivering value to customers.

Scope

This Policy shall apply to the following:

- All Team Member(s), including, all of Pulsar Group's officers, employees (whether full time, part time or casual and including executives and managers) and contractors (including consultants, advisers, agents, interns and free agents).
- All policies, processes, procedures, work instructions and records related to the management, use, control and disposal of the information assets and their supporting assets.
- All information assets, either owned by Pulsar Group or entrusted to Pulsar Group by a client under an agreement which specifically details Pulsar Group's responsibility for that data. Including:

Products

- Pulsar
- Isentia Platform (Media Portal)
- Vuelio (UK)
- Vuelio (Australia)
- ResponseSource

People

- All Pulsar Group (Pulsar/Isentia/Vuelio) Team Members with access to business information.

Premises

- Pulsar Group Headquarters, London, United Kingdom

Data Centre Operations

- Amazon Web Services, EU West 1 region (Pulsar)
- Amazon Web Services, EU West 2 region (Pulsar DR)
- Amazon Web Services, Sydney region (Isentia Platform)
- Amazon Web Services, Sydney region alternate Availability Zone (Isentia Platform DR)
- Microsoft Azure, UK South region (Vuelio)
- Microsoft Azure, UK West region (Vuelio DR)
- Microsoft Azure, Australia East region (Vuelio Australia)
- Microsoft Azure, Australia West region (Vuelio DR Australia)
- Pulsant, South London DC (Response Source)

Policy Statements

The Senior Leadership are committed to:

- Placing the Customer first and focusing on their requirements; striving to add value.
- Providing products and services which satisfy customer expectations in terms of quality and reliability.
- Establishing clear Quality objectives and performance targets that are cascaded down from the Executive to all employees, so all can understand how they contribute.
- Rigorously investigating and resolving quality related issues, implementing preventive action plans, and building learning back into our processes and procedures.
- To improve the quality and efficiency of our products and services by investing in our facilities, technology and people.
- Ensuring that processes and procedures enable compliance with both legal and regulatory obligations and empower employees to deliver on the mission.
- Championing a quality culture where everyone is encouraged to deliver quality through everything they do, report issues at the earliest opportunity, and continually improve the effectiveness of everything we do.

The expectations of all Employees are to:

- Work to the applicable policies, processes and procedures.
- Identify quality risks and mitigate them before they have an opportunity to be realised.
- Proactively communicate and engage on quality matters.
- Be committed to continually improving the quality effectiveness of all that we do.

Policy Objectives

In our pursuit of continuously improving on quality, Pulsar Group has set the following Quality Objectives:

1. **Enhance Product Reliability and Performance:** Implement measures to continuously improve the reliability and performance of our SaaS products, ensuring they meet or exceed customer expectations. This includes regularly monitoring system uptime, response times, and resolving any issues promptly to minimise disruptions to customer operations.
2. **Ensure Regulatory Compliance and Data Security:** Maintain compliance with relevant regulatory requirements and industry standards, such as GDPR and ISO 27001, to safeguard customer data and maintain trust. Implement robust data security measures, conduct regular security audits, and provide comprehensive training to employees to mitigate risks and prevent data breaches or unauthorised access to sensitive information.
3. **Optimise Customer Satisfaction and User Experience:** Focus on enhancing customer satisfaction and user experience by actively soliciting feedback, analysing user behaviour,

and identifying areas for improvement in our SaaS solutions. This objective aims to ensure that our products are intuitive, easy to use, and provide value to our customers, ultimately leading to increased customer loyalty and retention.

Responsibilities

Senior Management

The Executive Management shall be responsible for the following activities:

- Agreeing the business need for a Quality Management System (QMS) and communicating their ongoing commitment to it
- Reviewing and signing off this Quality Management Policy
- Setting and reviewing Pulsar Group's Quality Objectives
- Delegating appropriate resources necessary to manage and operate the QMS effectively
- Having ultimate responsibility for actions related to quality management incidents
- Overseeing any disciplinary action resulting from quality management incidents

Department/Process Managers

Managers within Pulsar Group shall be responsible for:

- Ensuring that their team members are aware of and remain compliant with all policies, processes and work instructions, and that they receive relevant training for their role
- The provision of a user training and awareness programme for applicable third-party users
- Supporting process reviews, documentation, internal audits and risk assessments within their area of responsibility
- Overall management of their processes and metrics

Quality Manager

The Quality Manager role shall be fulfilled by the Data Protection Officer.

This role shall have functional responsibility for the Pulsar Group QMS, including:

- Ensuring an appropriate structure of QMS policies, processes and work instructions
- Ensuring that appropriate records are created and maintained for all QMS activities
- Ensuring the QMS operates in accordance with the current requirements of ISO 9001:2015
- Arranging a programme of process documentation, reviews and internal audits
- The provision of an appropriate user training and awareness programme for employees
- Supporting reviews, internal audits and risk assessments within their area of responsibility

All individuals specified within the Policy Scope of this Quality Management Policy shall have individual responsibility for complying with every aspect of this policy. The requirement to comply with company policies is included within the Terms and Conditions of Employment and is noted

within each individual user's job description. Any failure to adhere to the requirements of this policy shall result in disciplinary action being taken.

Document Version Control

This policy shall be reviewed annually as an absolute minimum, or if required changes are identified to address an identified weakness, a change in business activities which may affect the validity of this document.

The current version of this policy, together with its previous versions, shall be recorded below:

Version	Change	Author	Approver	Signature
1.0	Original version, to achieve ISO 9001:2015 accreditation	Adam Palmer Data Protection Officer 13/12/2022	Tom Golding COO 16/12/2022	<i>T. Golding</i>
2.0	Updated scope, statements & objectives. New branding.	Adam Palmer Data Protection Officer 23/04/2024	Mark Fautley CFO 13/5/2024	DocuSigned by: <i>Mark Fautley</i> 699D2FDC0288475...