

PULSAR*GROUP

Quality Management Policy



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Purpose

The purpose of this Quality Management Policy is to provide a structured framework for delivering high-quality products and services that consistently fulfil customer requirements. It is designed to ensure that all Pulsar Group Team Members clearly understand their roles and responsibilities in maintaining quality standards and delivering value to our customers.

By aligning our Quality Management System (QMS) with ISO 9001 principles and requirements, we affirm our commitment to continuous improvement and customer satisfaction.

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 Platform & Insights
- Isentia Platform (Media Portal) & Insights
- Vuelio (UK) & Insights
- Vuelio (Australia)
- ResponseSource

People

- All Pulsar Group (Pulsar/Isentia/Vuelio) Team Members

Premises

- Pulsar Group Headquarters, London, United Kingdom

Policy Statements

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.

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.

Key Processes

To ensure Quality Objectives are met, the QMS will monitor the performance of the following Key Processes:

1. Hosting & Management of SaaS

- We ensure the reliability, security, and scalability of our SaaS platforms through robust cloud hosting and infrastructure management.
- Routine monitoring and maintenance are conducted to optimise performance and uptime.
- Security best practices, including data encryption, access controls, and regular vulnerability assessments, are followed to safeguard customer data.
- Disaster recovery and business continuity plans are in place to mitigate risks and ensure quick recovery from any potential service disruptions.

2. Application Development

- Our development process follows a structured approach, including design, coding, testing, and deployment, to ensure the final product is reliable, secure, and aligned with customer needs.
- Agile methodologies are employed to facilitate iterative development and responsiveness to changing requirements.
- Rigorous testing, including automated and manual methods, is performed at each stage of the development lifecycle to identify and resolve defects early.
- All new features and updates are released following a comprehensive review process, ensuring they meet our quality and security standards.

3. Customer Support

- We provide a responsive and efficient customer support system to address and resolve customer inquiries and issues in a timely manner.
- A formal process for incident management is in place, ensuring that reported issues are tracked, prioritised, and resolved promptly.
- Root cause analysis is conducted on recurring or critical issues to prevent future occurrences and improve overall service quality.
- Regular feedback from customer support interactions is reviewed to identify opportunities for process and product improvements.

Document Control

All documents and records related to the QMS are controlled and maintained to ensure accuracy, accessibility, and confidentiality. Periodic audits are conducted to ensure compliance with ISO 9001 requirements.

Continual Improvement

We are committed to the continual improvement of our products, services, and QMS. Feedback from customers, audits, and internal assessments will be used to identify opportunities for improvement.

Responsibilities

Senior Leadership

Senior Leadership is committed to prioritising customer needs, delivering products and services that meet expectations for quality and reliability, and driving continual improvement across the organisation. Their key responsibilities include:

- 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.
- Reviewing and approving the Quality Management Policy, ensuring ongoing commitment to the QMS, and reviewing the organization's quality objectives regularly.
- Delegating the necessary resources to manage and operate the QMS effectively.
- Taking ultimate responsibility for managing quality-related incidents and overseeing any disciplinary actions that arise from them.

Senior Management

Senior 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
- Provide a user training and awareness program for applicable third-party users, ensuring compliance and understanding of quality-related requirements.
- Oversee the management and performance of processes within their area of responsibility, ensuring alignment with QMS objectives.
- Regularly submit accurate quality metrics to the QMS, ensuring timely and consistent reporting of performance data.
- Actively participate in internal audits, providing necessary documentation and support for audit processes within their area.
- Support process reviews, documentation updates, and risk assessments, identifying areas for improvement and addressing potential risks.
- Ensure their teams actively contribute to maintaining and improving the QMS, including the implementation of preventive and corrective actions.
- Promote a culture of continual improvement, encouraging team members to identify and report quality issues promptly and proactively work toward solutions.

Quality Manager

The Quality Manager role shall be fulfilled by the Head of Information Security and Privacy. 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

Team Members

Every employee is responsible for understanding and adhering to the Quality Management Policy and contributing to the overall effectiveness of the QMS by following established processes and procedures.

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.

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 13/05/2024	<i>Mark Fautley</i>
3.0	Added Key Processes, Document Control and Continual Improvement	Adam Palmer Head of Information Security and Privacy 23/04/2024	Mark Fautley CFO 17/10/2024	DocuSigned by: <i>Mark Fautley</i> 699D2FDC0288475...