

Quality Policy Statement

IGNITE DRIVE

Ignite Drive helps SME leaders and their teams transform their marketing and sales, combining strategy, automation, and AI to deliver measurable, lasting results. The quality of our work is what earns and keeps our clients' trust, so we hold every engagement to the standards set out below.

We are committed to delivering work that is effective, reliable, accurate, and trustworthy, and to continually improving how we do it. Our quality management approach is aligned with the principles of ISO 9001.

TO DELIVER ON THIS COMMITMENT, WE WILL

- 1 Put client outcomes first.** We understand each client's objectives and audience before we recommend or build anything, and we measure our work against the results it is meant to achieve.
- 2 Agree clear scope and expectations.** Every engagement has defined deliverables, timelines, and points of contact. Changes are discussed and agreed, never assumed.
- 3 Deliver work that is fit for purpose.** Copy, campaigns, and systems are checked for accuracy, brand fit, and quality before they reach a client or their audience.
- 4 Measure and report honestly.** We track meaningful metrics such as campaign performance, deliverability, and response rates, and report results transparently, including what is and is not working.
- 5 Protect data and respect privacy.** We comply with UK GDPR and the Data Protection Act 2018, are registered with the Information Commissioner's Office (ICO), process personal data only under a clear lawful basis, and handle client data securely under written data-processing agreements where we act on a client's behalf.
- 6 Use reliable, tested tools and systems.** We work with proven platforms and apply disciplined practices, including version control, testing, staged deployment, and ongoing monitoring, so the systems we run for clients are dependable.
- 7 Practise ethical, permission-respecting outreach.** We represent our clients accurately, avoid overclaiming, honour opt-outs promptly, and conduct outreach in line with relevant platform terms and marketing regulations.
- 8 Keep improving.** We review completed work, learn from feedback and results, and refine our methods, tools, and standards over time.

This policy applies to everyone working for or on behalf of Ignite Drive. It is communicated to our team and partners, made available to clients on request, and reviewed at least once a year to confirm it remains relevant and effective.

Oliver Allen

Oliver Allen · Founder, Ignite Drive

Date signed: 29 June 2026

Next review: 29 June 2027