

## QUALITY ASSURANCE POLICY

Nu Creative Ltd maintains a Quality Assurance Policy to ensure it continuously achieves improved customer satisfaction, a stable customer base and improved efficiency. NU Creative Ltd is committed to achieving and maintaining a high standard of quality in all aspects of its work and strives to continually satisfy the expectations of its customers in respect of all the services offered. NU Creative Ltd will ensure that the needs of its customers are clearly understood and met through close liaison at all stages of the work. This is achieved through a highly collaborative process during all projects. The company is committed to effective Quality Management at every level within the business.

To meet the requirements of its Quality Management system, NU Creative Ltd will:

- Uphold its quality assurance policy across all levels of the business.
- Ensure that responsibilities and duties are clearly identified.
- Ensure that all staff are appropriately trained to undertake their tasks
- Ensure that staff are given appropriate authority for their responsibilities.
- Ensure sufficient resources are provided to facilitate the work.
- Ensure quality plans are applied to the management of all projects.
- Ensure all appropriate documentation is maintained, controlled and archived.

NU Creative Ltd prides itself on the professional quality of its work and the high level of service provided to its clients. All staff and contractors have extensive industry experience and follow quality assurance processes tailored for creative Services.

NU Creative Ltd works to the web standards and guidelines specified by the W3C Consortium on all the websites it develops. We use their valuator and guidelines to constantly ensure all web projects are developed to the highest possible standards.

This statement represents our general position on Quality Management issues and the policies and practices we will apply in conducting our business. The Quality Assurance Policy is accessible to all staff and other interested parties via our website.

Tim Lindsay

Director responsible for Quality Management, September 2009.