



## Acorn Branding and Marketing

### Equality and Diversity Policy

Updated 09/08/2022

Acorn Branding and Marketing condemns all forms of discrimination and has developed this equality policy to promote our equality objectives. The aims of this policy are therefore, to:

- Eliminate any form of discrimination within the Company on the grounds set out in this policy;
- Create inclusive and sustainable communities in the area that are free from discrimination and harassment;
- Ensure all customers have equal access to high quality services that meet their needs.
- When providing services, we ensure that our customers, associates and suppliers are treated fairly and with dignity, in accordance with the Equality Act 2010.

Furthermore, it is recognised that if the above aims are to be successfully achieved the development of additional key equality and diversity policies is required.

We are aware of, and value, the different groups of customers and possible future customers that we serve and aim to deliver services that meet the needs of this diverse client group. All individuals can expect to receive equal access to the services we provide now, and in the future. Detailed below are the equality statements and commitments that, when implemented, will ensure our strategic aims and objectives are met:

1. Confidentiality of information is always maintained.
2. Our Company has considered physical and social barriers that may prove a barrier to customers, and we have considered how to overcome those barriers.
3. We promote our commitment to delivering an inclusive service.
4. The Company respects the bilingual nature of Welsh communities, recognizing and where possible promoting the use of the Welsh language.
5. This policy has been recently reviewed
6. Delivering Equality good practice through suppliers and services
7. We ask suppliers for a copy of their Equal Opportunities Policy
8. Registered with Disability Confident Scheme
9. Regularly review business accessibility

If you feel that you have been treated unfairly or suffered harassment because of your gender, marital status, race, religion, colour, age, disability or sexual orientation, you should report this without fail to the Company.

Any such complaints will be fully investigated as speedily as possible, and you will be kept advised of action taken.



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If you are dissatisfied with any decision, you have the right to use the Company's formal Complaints Procedure.

Monitoring will also include assessing how the equality policy, and any supporting action plan, are working in practice, reviewing them annually, and considering and taking action to address any issues

Law and Good Practice

In implementing this policy, we will endeavour to meet all legal obligations under the protected characteristics of Equality Act 2010

"We embrace diversity, promote equal opportunities for all and eliminate unlawful discrimination in all areas of our work."