



Adverse Publicity Policy

Definition

CAPITAL SHIELD SECURITY LTD recognises the importance of addressing adverse publicity about the Company itself and about the Security industry in general.

Adverse publicity is that exposure that CAPITAL SHIELD SECURITY LTD may incur due to a particular, or a variety of circumstances, which may lead to potentially significant consequences. It is recognised that this may result in the Company's reputation among its customers, competitors and wider consumers being damaged, with possible collateral brand and commercial implications.

Potential Sources of Adverse Publicity:

The Directors have identified that the most probable sources of adverse publicity may be:

- Disillusioned (ex) employee
- Disgruntled customers
- Misleading interpretations of website posts/interview excerpts
- Competitors spreading unsubstantiated rumours.

Methodology:

The Company's policy is to ensure that as part of its normal induction and training programs, all Company representatives are made aware of the need to report any service related issues that may have an adverse effect on the reputation of the Company and therefore on the reputation of the industry in general, to the appropriate Manager.

The Directors of the Company have established the following methodology to address circumstances where adverse publicity is, or has the potential to, impact upon CAPITAL SHIELD SECURITY LTD:

- Customer, Consumer and other Stakeholder complaints are processed according to the Company's documented procedures and are kept confidential to relevant Company representatives only.
- Investigate the problem to ensure that a comprehensive understanding of the issue is obtained, including but not necessarily limited to business area; source; causation; potential exposure; potential impacts.
- Establish a robust remedial route to mitigate or eradicate the effects of any adverse publicity, including any statement to be made to the media. Only Directors or designated personnel of the Company are authorised to speak to media agencies without exception.
- Provide concrete affirmations refuting allegations where possible.
- The effectiveness of actions taken will be continually followed up until the Directors are satisfied that as positive a conclusion as possible has been reached.
- Feedback on preventative action will be given to the business to preclude reoccurrences where this is possible.

In respect of such situations / incidents that are made known to the Company by the media or by people or organisations other than the Customer, only the Managing Director or his designated Deputy will communicate with such parties, if any communication at all is considered necessary or appropriate.

A handwritten signature in black ink, appearing to be "J. Smith", is written over a horizontal line.

CAPITAL SHIELD SECURITY LTD

This policy is reviewed on 01/01/2026