QUALITY CERTIFICATES ISSUING SERVICES

## THE Q – Website Publication policy

## 1. Description:

The purpose of this policy is to establish guidelines for the publication of content on the website of The Q quality Certificates Issuing Services. This policy aims to ensure that all content is accurate, compliant with relevant regulations, and reflective of the organization's mission and values.

## 2. Content Creation:

## 2.1. Accuracy and Reliability:

- 2.1.1. All content must be factually accurate and based on verifiable sources.
- 2.1.2. Content should be clear, concise, and free of misleading or ambiguous statements.

## 2.2. Compliance:

- 2.2.1. Content must comply with all relevant legal, regulatory and accreditation requirements.
- 2.2.2. Ensure alignment with terms and conditions of the national authorities.
- 2.2.3. Avoid statement that can means any kinds of consultation services by The Q as a approved notified body.
- 2.2.4. Only Scheme owner or governmental authority has rights to talk about their responsibilities and duties. The Q should not include any statement on them.

## 2.3. Appropriateness:

- 2.3.1. Use appropriate language and tone that reflects the professionalism and integrity of The Q.
- 2.3.2. Avoid content that could be perceived as discriminatory, offensive, or inappropriate to the Product Certification.
- 2.3.3. Avoid any statement that can mislead the service and functions of the authority or scheme owner.
- 2.3.4. Avoid any praising statement received by accreditation or Scheme owner from publishing.

## 2.4. Originality:

- 2.4.1. Ensure that all content is original or properly attributed to its source to avoid plagiarism.
- 2.4.2. Obtain necessary permissions for any third-party content, including images and graphics.
- 2.4.3. Not using any copyrighted logo or images without getting proper approval from the owner.

#### 3. Content Review and Approval:

## 3.1. Review Process:

- 3.1.1. Multi-tiered review process via email needs to be conducted involving Head of conformity & Operations, Quality department personnel or delegates.
- 3.1.2. Each piece of content must undergo at least two rounds of review (by two different personnel) before publication.

#### 3.2. Approval Process:

- 3.2.1. The final approval for all website content rests with the designated marketing or sales Manager.
- 3.2.2. No content should be published without explicit approval from the authorized personnel that is Head of conformity & Operations.

## 3.3. Regular Updates:

3.3.1. Regularly review and update content to ensure ongoing accuracy and relevance by the Ref: Q-GEN-04 Rev No: 00: Effective Date: June 28, 2024 THE Q – Website publication policy Page: 1 of 2

Prepared by: QAM

Approved by: CEO



marketing team personnel.

3.3.2. Outdated information should be revised or removed promptly with the approval by authorized personnel.

# 4. Content Publication:

- 4.1. Ensure that published content is optimized for search engines (SEO) where appropriate.
- 4.2. Prompt correction of errors or inaccuracies needs to be done.

# 5. Monitoring and Compliance:

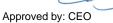
- 5.1. Regularly monitor the website to ensure ongoing compliance with this policy, review needs to be conducted at least once a year.
- 5.2. Conduct periodic audits to assess the quality and accuracy of published content.
- 5.3. Address and resolve feedback from the clients, scheme owners and authorities like MoIAT, SASO and GSO in a timely manner.
- 5.4. Provide regular training for all personnel involved in website content management on the latest guidelines, best practices, and regulatory requirements.
- 5.5. The responsibilities of clauses 5.1 to 5.4 is with Quality Assurance Manager or Head of conformity & operations or Marketing or Sale Manager or they can allot proficient personnel to complete the monitoring and get the report.

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Prepared by: QAM



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