

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 mean 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

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.