



The CGA Environmental Policy

The Company Environmental Policy states that CGA intends to:

- Comply with all relevant environmental legislation
- Measure and continually improve its performance with respect to the effect on the environment
- Report openly on its impacts and progress towards meeting its goals
- Encourage its suppliers to improve their own environmental performance
- Compare its environmental activities to others in appropriate sectors (Marketing and Financial Services) to help it improve

The Policy sets three priority areas:-

- Reducing waste
- Encouraging recycling
- Improving energy management
- Reducing the consumption of materials

The key elements of Policy implementation are:

- The development of a company-wide policy and management arrangements within the CGA business
- The setting up of a reporting mechanism, as a basis for preparing an environmental report for the company
- A commitment to getting external guidance and support through this process where required

Current Actions

CGA will continue to implement its environmental policy by:-

- Firmly establishing the environmental management arrangements within the core business
- Setting improvement targets where practicable and applicable
- Reviewing and validating the environmental impact data
- Producing a simple external environmental report

The CGA Recruitment Policy/ Equal Opportunities Statement

CGA is committed to providing equality of opportunity for all and welcomes applications from all individuals for advertised jobs that match their skills and interests. It is our policy that all job applicants complete a CGA application form when applying for a vacancy rather than just sending a CV.

It is our policy to advertise vacancies in publications that are relevant to the nature and level of the job. Typically, professional vacancies are advertised in local papers, in specialist journals and/or in the appropriate section of national papers, and on the Internet.

CGA Strategy wants to create a culture where people of all backgrounds and experience feel appreciated and valued and is totally committed to achieving equality of opportunity in service delivery and employment. Job seekers and employees will be treated fairly and without discrimination, and discrimination on the grounds of race, nationality, ethnic or



national origin, religion or belief, gender, marital status, sexuality, disability, age or any other unjustifiable criterion will not be tolerated.

CGA Strategy is opposed to all forms of unlawful and unfair discrimination (including harassment of any kind) and will take appropriate action wherever instances of discrimination and harassment occur, in the delivery of services and in the course of employment.

CGA Strategy will fulfil its legal obligations under the Sex Discrimination Act 1975, Equal Pay Act 1970 (as amended 2004), Race Relations Act 1976 (as amended 2000), the Disability Discrimination Act 1995, the Employment Equality (Sexuality) Regulations 2003, the Employment Equality (Religion or Belief) Regulations 2003 and other European Union Employment Directives, such as that covering age.

The CGA Research Code of Conduct

CGA adheres to all the basic tenants of the Market Research Society (MRS) code of conduct and has adopted the MRS guidelines on qualitative research as best practice.

These include

- Research must conform to the national and international legislation relevant to a given project including in particular the Data Protection Act 1998 or other comparable legislation applicable outside the UK
- Respondent details must not be passed on to another third party for research or any other purposes without the prior consent of the Respondent
- The company must take reasonable steps to ensure that all hard copy and electronic lists containing personal data are held securely in accordance with the relevant data retention policies and/or contractual obligations

CGA operates a strict policy regarding the management and quality control of all research undertaken by the company

- All field research staff are monitored on a weekly basis and the returns provided are subjected to rigorous internal checking procedures before final processing
- Monthly in-field visits are made to all research staff by members of the CGA management team to ensure they comply with company guidelines and to undertake spot checks confirming the accuracy of the information collected
- Quarterly field review meetings are undertaken – to which all field researchers are required to attend - which act as a forum for all issues relating to the collection of research information and statistical analysis of individual performance will be undertaken
- Quarterly reports and quality targets are produced to provide an overview and benchmark for future company research performance