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# **FAIR TRADING POLICY**

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iDEA strives to maintain long-term client relationships, built on creativity, quality, customer service and integrity. In conducting our business we will comply with all relevant legislation and regulations regarding fairtrading and ensure that our policies and procedures reflect our commitment.

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We recognise that we have ethical and social responsibilities and, wherever possible, commit to supporting fair trade in local, national and international communities.

It is the responsibility of all staff for ensuring this commitment is implemented. We actively encourage and respond to feedback from clients and staff and recognise opportunities to ensure continuous improvement. iDEA provide an efficient, fair and accessible complaint handling process.